

LIFE



GLORIA GRAHAME

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309

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Upper, 1946, Cannon Mills, Inc.

LIFE'S REPORTS



MONSTERS' HOME IS GLOOMY ILLGRABEN VALLEY, CIRCLED BY PEAKS

THE MONSTERS OF VALAIS

They are terrorizing a peaceful Alpine valley

by HENRY TANNER

BERN, SWITZERLAND

No supernatural event is considered impossible in the Upper Valais, a valley in southern Switzerland, when creeping fog mingles with the white foam of wild cascades, when rocks take the shape of silent soldiers and when pine trees are dismembered by the winds howling from the peaks, shaking the ruins of medieval castles, combing the woods, bending the people who are left alone against nature's odds.

The bearded peasants, who speak French at the bottom of the valley and a hard-to-understand German dialect in the higher regions, sit down in the gloomy, smoke-filled village pubs and tell the tales they heard from their fathers and grandfathers. There are tales of animals driven by evil spirits, of wicked dwarfs visiting the lonely Alpine huts, of the glacier fairy who tempted young herdsmen to follow to the ridge of a ravine where they were hurled into the foaming waters; tales of armies of serpents, led by a white-crowned serpent queen, dancing erect on their tails to the alluring sounds of a flute played by a heroic young scholar who came to kill them.

Into this peaceful valley, where the River Rhone, still a young, wild brook, springs downward over the rocks, there appeared some months ago some weird and fearsome animals. The "monsters," as

CONTINUED ON PAGE 4



HUNTERS WAIT ALONGSIDE RIVER BED WHERE MONSTERS HAVE APPEARED

SERVING THREE GREAT GROUPS OF PEOPLE

From statement by Walter S. Gifford, President, American Telephone and Telegraph Company, at 1946 Annual Meeting of stockholders

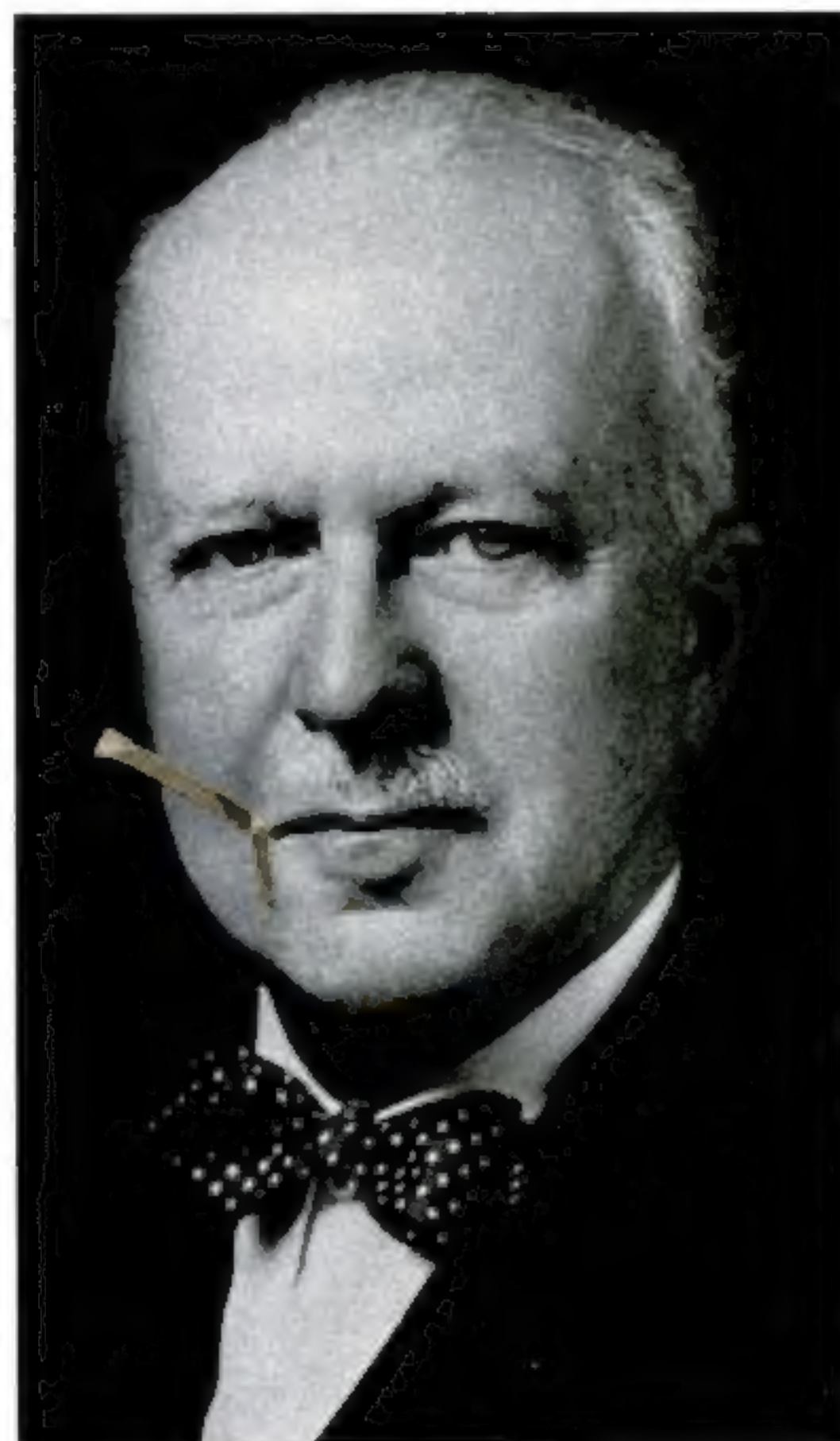
"It is not without significance that our Annual Report opens with the statement that 'The Board of Directors of the American Telephone and Telegraph Company presents herewith the management's accounting of its stewardship for the information of stockholders, employees, telephone users and the entire American people who have entrusted to private enterprise the responsibility for carrying on this essential national service.'

"There is every reason for the management of your company to treat equitably each of the three parties concerned, namely, the telephone users, the employees and the stockholders. For in the long run, the interests of these three great groups of people, individually and collectively, are mutual and interdependent.

"More and better service at the least cost is as much in the interests of stockholders and employees as it is of the telephone users.

"Well-paid employees with steady employment; with opportunities open to all for advancement; and with reasonable protection against contingencies of illness, accident, death and old age are as much to the benefit of telephone users and stockholders as to employees.

"A stable and fair return on the money invested in the business—sufficient to attract the new money needed to develop and expand facilities—is as good for the telephone users and employees as it is for the stockholders."

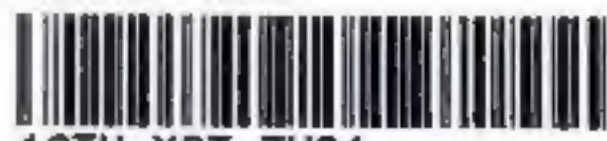


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**"Have I two heads
—or SOMETHING?"**



ANN: OH—no, sir! I mean—I couldn't help staring...

MAN: Oh!—You mean I look peculiar? Is my tie missing? Is...

ANN: Oh no, sir! Pardon me, please. It's just that I've never seen so good-looking a collar on a man, and I'm wondering if—

MAN: Yes, yes, young lady?

ANN: —if you'd tell me what kind it is, sir? My husband Ed has the *worst* time with his shirt collars.

MAN: O-o-oh—gladly! It's one of those

famous Arrow Collars, ma'am. Not bad, is it? And look how an Arrow shirt fits! Cut to follow the body lines, see? They call it "Mitoga"—or something like that.

ANN: But—won't it shrink out of fit, sir?



MAN: Not even 1%, ma'am! Thanks to the Sanforized label. Great feature—that! Er—what's that, please? OH! I'm sorry, but you just can't walk in today and pick up all the Arrows you want, ma'am. Not today. But they're well worth hunting for, ma'am. Well worth it!

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FARMER Foel Kalhuni says that he saw the monsters' gleaming eyes.

LIFE'S REPORTS CONTINUED

the peasants soon began to call them, assailed the herds of sheep and cattle grazing on the Alps. They appeared at the edge of the glaciers, roved in the virgin forests of the mountain slopes, filled the valleys with their shrill shrieks, and even came down over the Alps to the lakes and green meadows of the friendly plain to seize their benumbed victims almost under the eyes of the shepherds. Sheep, goats and calves were found dead in the pastures, holes punctured in their throats, claw marks in their sides. The monsters had devoured the internal organs, drunk the blood and left the carcasses for the eagles.

Tough herdsmen took their guns when they went to milk the cows. Children became silent and dogs, their hair bristling, ran for protection when the monsters' shrieks resounded in the valley. During the first weeks the peasants were prepared to accept the affliction as supernatural.

But the present-day monsters of Valais soon left the mist of legend. They were real and modern and so were the men trying to fight them. The young man who was the first to describe one of the monsters was brought up in the modern, diesel-motor manufacturing town of Winterthur. Unlike the legendary French monster of Gevaudan several centuries ago, the animals are not being hunted by an army of 20,000 badly armed soldiers led by a romantic knight on horse-

CONTINUED ON PAGE 5



COWHERD Broccard says that he caught glimpse of monsters at night.

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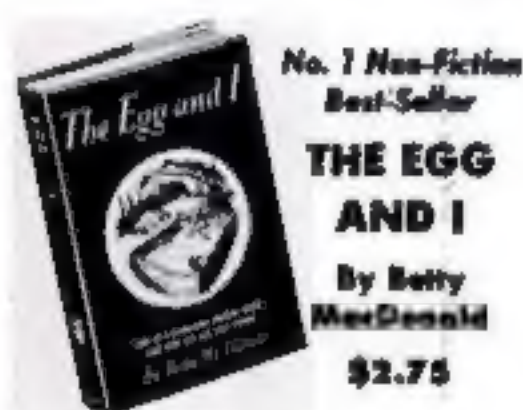
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VALAIS FRIENDS, while sitting by pond, saw the monster and fled.

LIFE'S REPORTS CONTINUED

back but by a modern police force whose chiefs rushed to the haunted villages in a 1939 Ford.

The monsters themselves turned out to be neither dragons nor glacier fairies but another group of "displaced persons" of World War II—a panther family—husband, wife and child—bombed out of the Milan Zoo. They were traveling in a German supply carriage in northern Italy early last year when Italian patriots blew up their train, presenting them with unexpected liberty and at the same time with the hard task of earning a living on a continent entirely different from their native Africa. The two old panthers apparently fought their way across the Alps, passed the winter months in some mountain hide-out and found an easy life when the peasants of the Valais drove their cattle to the high summer pastures last June. The panthers' life grew so easy and prosperous that in August new traces announced the happy birth of a son or daughter.

The panthers found ideal headquarters in the gloomy Ilgraben, south of Valais' second biggest town, Sierre. The Ilgraben is a deep kessel (kettle) surrounded on three sides by 3,000- to 7,000-foot mountains and open only on one side through a narrow gap. A virgin forest, impenetrable by man, protected them. From their hide-out the monster family sallied into the neighboring valleys, coming within yards of human dwellings.

Alarmed by numerous but contradicting eyewitness accounts, police and local hunters' societies hurried to the scene. They found tracks of an animal unknown in Europe, had them printed in plaster, examined and sent to professors of anatomy and to circus experts.

The mystery began to clear when a romantic young cou-

**But how about
your lips?**



If you're getting set to kiss the bride—a shave will take care of your rough beard. But how about those rough lips?

'CHAP STICK' for chapped lips

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Don't wait till "the winter winds blow and we shall have snow".

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GIRDLE

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FOOTPRINT in mud was cast in plaster to help identify monsters.

LIFE'S REPORTS CONTINUED

ple, sitting on the lonely bank of a small pond, was startled by the sudden appearance of a strange animal thrashing about in the reeds. Terrified, the girl screamed. The animal, a huge, catlike beast with black skin and yellow spots, its square head down on the cattle track, jumped into the open, looked around, let out a terrifying shriek and started off around the pond in long, elastic leaps. Young Max Schellenberg, a farm worker, though badly frightened himself, matched the animal's shriek with a howl of his own, intended to be even wilder and more terrifying. At that point all three took off as fast as they could in different directions.

An old man, Foel Kalhuni, was climbing up to his hay hut. Suddenly he saw five cat-like shadows, two big and three small, appear through the mist in his path, and five pairs of bright eyes look at him. Old Foel, still petrified with fear, came running back to the village of Agarn, shouting, "Beware of the eyes in the dark!" From this version it was concluded that the panther family might include three cubs.

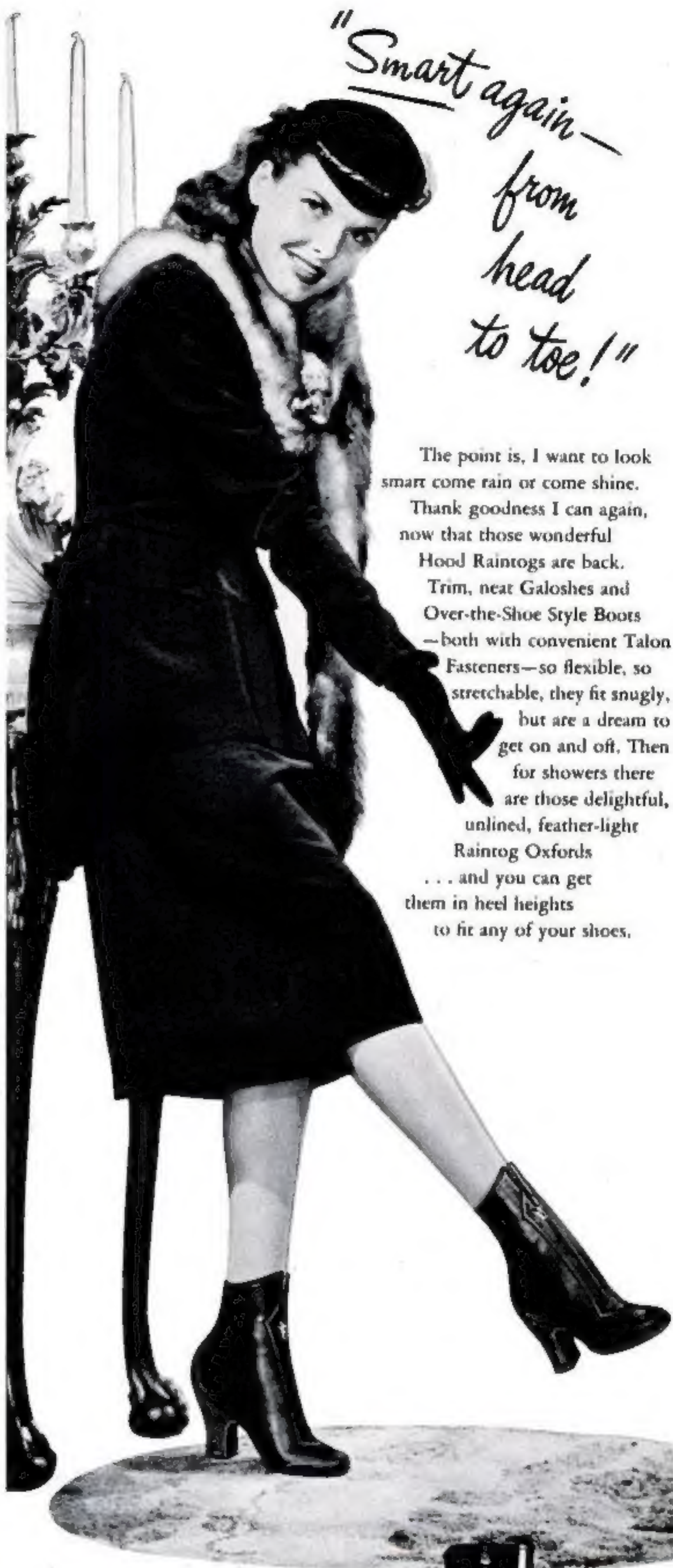
By that time people began to accept the idea that African panthers could emerge in the heart of Europe without the help of supernatural forces. Led by Brigadier Ernest Joris,

CONTINUED ON NEXT PAGE



TRAP FOR THE MONSTERS is cleaned with animal oil and set out.

*"Smart again—
from
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LIFE'S REPORTS CONTINUED

a good-humored character with a sound conception of basic strategic science, the police set up duck blinds at the exit of the Illgraben and held the approach for 10 days and nights. Self-styled experts emerged with cages and traps. One of them installed a donkey in a cage as a decoy, supposed to lure the wild beasts by its smell. When Mr. Gollut, the local chief of police, noticed his oriental cat's appetite for fish, a supply of this type of bait was promptly procured from Lake Geneva. But the panther family was not lured by any of these delicacies. They preferred less dangerous meals on the neighboring mountains, not yet reached by the scent and noise of hunting man. In the meantime Sunday hunters and curious journalists risked their lives among the Illgraben's assorted monster traps while the peasants looked on in wonder.

Despite these efforts the hope of catching the monsters before the beginning of winter has now virtually vanished. Then the cattle will return to the valley. Food for the panthers will become scarce. Each of their attacks on the cows and sheep will leave clear tracks in the snow and they may be easily hunted down.

So far nearly a hundred victims have been counted. Many more killed in the high mountains will never be found. The chief of police is worried. Mr. Gollut's job is hard enough, and now his professional pride is at stake. Last week he received a phone call from a colleague in Lausanne, where, a few miles away in the small village of Bursinel, Winston Churchill had just completed his vacation, protected by an impressive number of gendarmes. Gollut said over the phone, "I hear where you got rid of Churchill all right." The Lausanne policeman replied, "Yeah, we did okay," adding solicitously, "by the way, how are you making out with your monster?"



CAGE for monsters, if captured, is examined by Brigadier Ernest Joris.



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Lefty Larry

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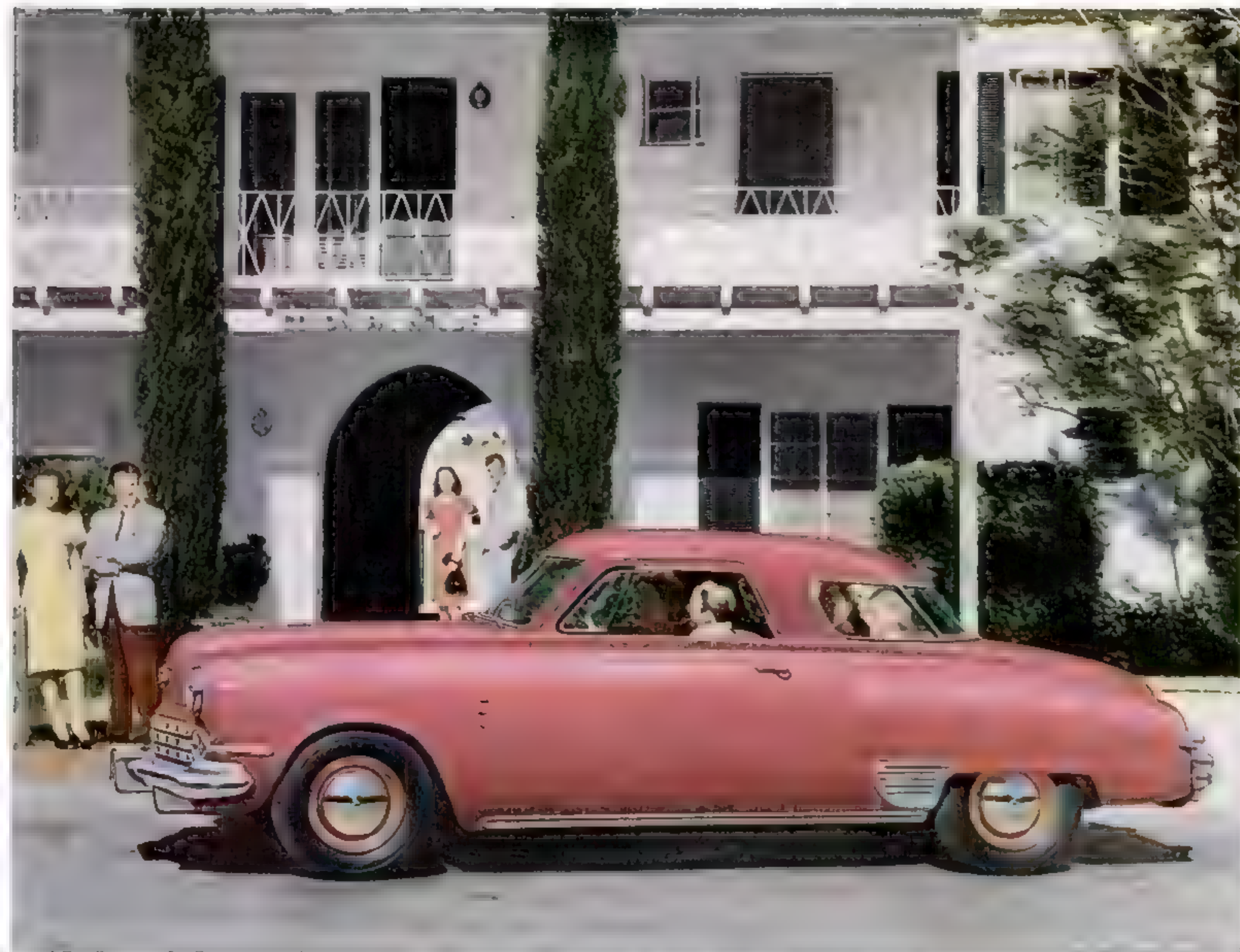
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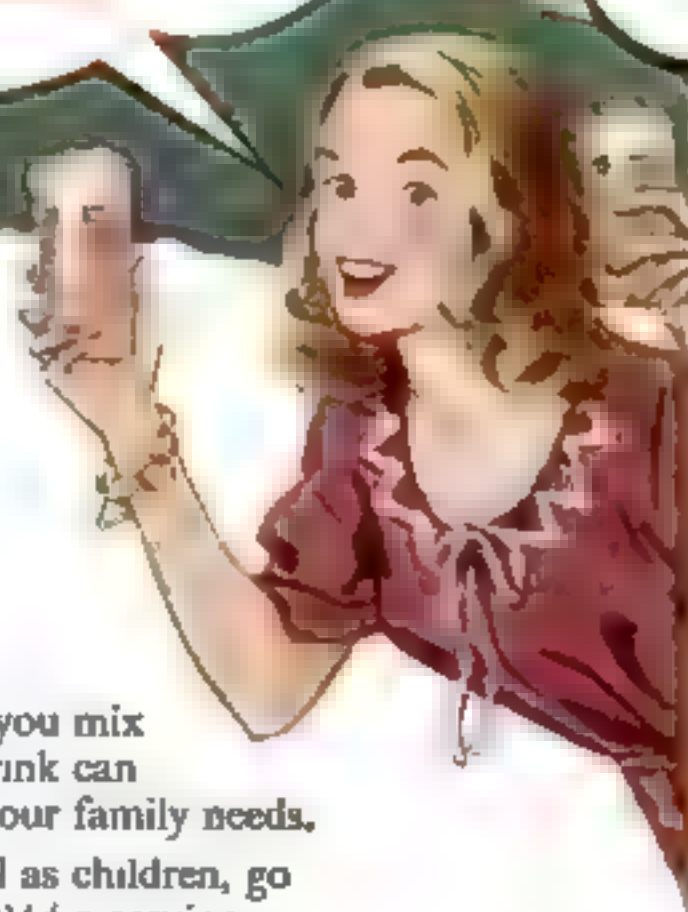
MOTHER: You know what a job it is to give
your family all the food they want today, so...
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PLUS

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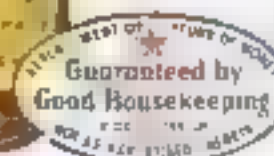
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ON JAPANESE WRESTLER'S KNEE Alfred Eisenstaedt perches precariously for his picture. The big man is Tomoyuro Sakata (LIFE, April 8), a former wrestling cham-

pion who ran for political office in Tokyo. He stands 7 feet high. Eisenstaedt is 5 feet 5 inches. Sakata's son (left), seated first on father's knee, was inspiration for this pose.

SPEAKING OF PICTURES...

...PHOTOGRAPHER EISENSTAEDT HAS HIS PICTURE TAKEN



NEAR TOBA, JAPAN genial, agile 16-year-old Photographer Eisenstaedt flings arm about shoulders of genial, agile 89-year-old Japanese pearl king (LIFE, Sept. 16), Kakichi Mikimoto.



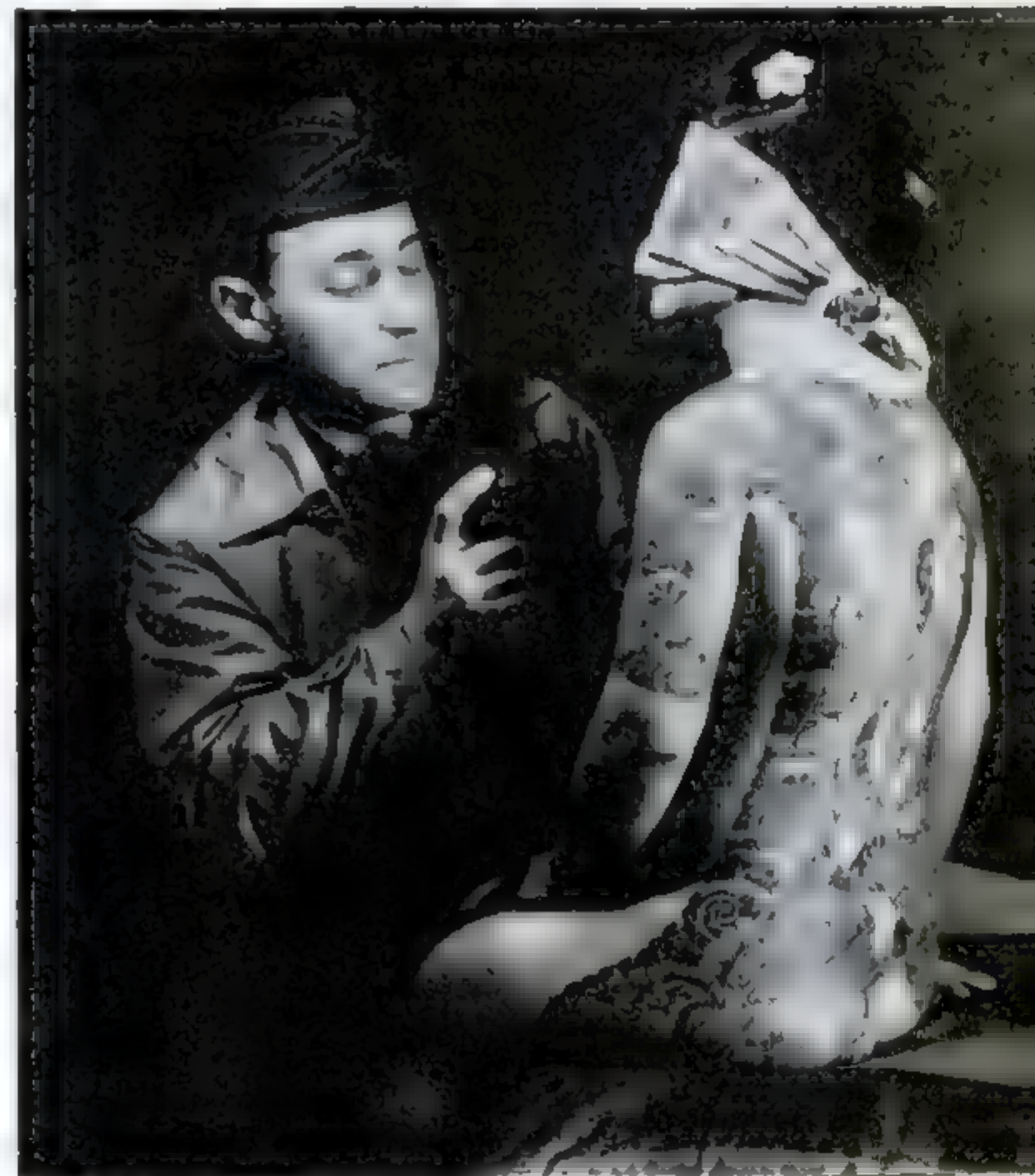
IN KOREA Eisenstaedt stands on step to approximate height of two Russian communications officers. He was covering a difficult story on Korean politics.



BLINDFOLDED to keep secret the location of gamblers' hide-out, Eisenstaedt stumbles through a Tokyo street burdened with equipment and guide. This is favorite photograph.

During his recent six-month tour of the Far East, LIFE Photographer Alfred Eisenstaedt not only sent back some notable pictures for LIFE but managed to have some remarkable pictures taken of Eisenstaedt. On every story he covered, from the tattooed gamblers of Tokyo (LIFE, March 11) and

the pearl king of Toba to the hairy Ainu of Shiraori (LIFE, June 10), Eisenstaedt brought back at least one shot of himself. With the aid of correspondents and other helpful bystanders to make the photographs and a strange assortment of Far East characters to pose with him, he showed an impressive knack for



TESTING light in the gamblers' hide-out. Eisenstaedt wears a heavy jacket and cap in 42° room although lady wears only tattooing. Meter reading was 3.2.

gag shots. Although Eisenstaedt dreamed up most of the ideas himself, credit for the pose on opposite page goes to LIFE Correspondent Richard E. Lauterbach, who pointed out to Photographer Eisenstaedt that one of the most memorable pictures of this generation showed a midget on the knee of J. P. Morgan.

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watches like these at prices like these

Handsome, yes . . . costly-looking, yes . . . but what really makes these new Keltons such remarkable values is their time-keeping quality. Here are truly *American* watches, made in the most modern watch factory in America . . . benefiting by high-

precision wartime work done before reconversion. No time or expense has been spared to give *you* the correct time at *less* expense. If your dealer hasn't a Kelton watch today, call on him again — more of these fine Keltons are on the way!

THE KELTON WATCH



THE KELTON

Engineers and doctors will like the neatness of the chrome and frosted finish case, the shine-in-the-dark numerals and hands, the unbreakable crystal, the sweep second hand. U. S. Time precision movement.

\$7.95
Plus Tax

\$7.95, plus tax, without sweep second hand

THE KELTON

Quiet elegance for the business man, right wherever you go, 24 hours a day. 10K rolled goldplate case with matching buckle. U. S. Time precision movement.

\$10.75
Plus Tax

THE KELTON

Exactly right for the times when a man likes to look on the formal side. 10K rolled gold-plate case with 10K gold-filled *ex-p-a-n-s-i-o-n* band. U. S. Time precision movement.

\$13.50
Plus Tax

**US
TIME**

The United States Time Corporation
International Building, Rockefeller Center, N. Y.

SPEAKING OF PICTURES
CONTINUED



WITH AINU CHIEFTAIN, Eisenstaedt watches in awe as the mustache lifter is demonstrated. Eisenstaedt considers this his toughest Far East story.



WITH ADMIRAL NOMURA, envoy to Washington during Pearl Harbor attack, Eisenstaedt poses for formal shot. Nomura proved an amiable subject.



WITH EMPEROR HIROHITO, Eisenstaedt is photographed in action. Contrary to Jap custom, Eisenstaedt kept rushing ahead of emperor for pictures.



If You're In the Doghouse—

Remember—



**Colgate Dental Cream
Cleans Your Breath
While It Cleans Your Teeth!**

DON'T take unnecessary chances with your breath! Use Colgate Dental Cream twice a day and before every date. Colgate's active *penetrating* foam gets into hidden crevices between teeth—helps clean out decaying food particles—stop stagnant saliva odors—remove the cause of much bad breath. And Colgate's soft, safe polishing agent cleans teeth thoroughly yet gently—brings out their natural sparkle and beauty! Yes, Colgate Dental Cream cleans your breath while it cleans your teeth!

SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE DENTAL CREAM INSTANTLY STOPS BAD BREATH THAT ORIGINATES IN THE MOUTH!



Use
COLGATE DENTAL CREAM
Twice a Day—and Before Every Date

*Start Cheering... it's the
BEST thing that ever
happened...*



FREDRIC MARCH

MYRNA LOY

You'll have the time of your life watching Myrna Loy and Fredric March fall in love all over again, and Dana Andrews and Teresa Wright fall in love at first sight. It's a gay and heart warming story with Virginia Mayo and Hoagy Carmichael (who thrills you at the piano), and you'll meet Cathy O'Donnell, a new personality you'll love ... all in Samuel Goldwyn's "The Best Years of Our Lives"

Advertisement

LIVING and LOVING

They are one and the same in Mr. Goldwyn's picture of our years

"In the beginning was the word."

THE WISDOM of these six words from the Old Testament* is respected by veteran movie-maker Samuel Goldwyn. In a career that all but spans the entire life of his industry, astute Producer Goldwyn has established a noteworthy record for wisely choosing words for translation to the screens of the world for the enjoyment and education of its people. *Dodsworth*, *Dead End*, *Wuthering Heights*, *The Little Foxes*, *The Pride of the Yankees* are among the 90 pictures that have resulted from his handiwork. But always he first had to find the words—significant words that would add up to significant stories, words that would be remembered.

One sultry August day in 1944 word-conscious Samuel Goldwyn was reading a news magazine, alert for words that would somehow suggest his next movie. The world was bloody with war. If, in the midst of this human agony, the world at large was too preoccupied with the desperate present to contemplate its future, Producer Goldwyn was an exception. His thoughts jumped forward to his country's future when a picture, spread across one of the magazine's pages, caught his sharp eye (TIME, Aug. 7, 1944). Out of the windows of a travel-soiled Pullman car stuck eleven pairs of khaki-clad shoulders, eleven faces, some smiling, some seemingly bewildered, some almost grimly expectant. Below the window were chalked two words: "Home Again!!"

"Home again," he murmured to himself. This was it. Some day America would again be home to all of them—all of them whose fate was not eternal sleep in foreign soil. The world would be weary of war. Why not, then, a picture about America and Americans? Its streets, drug-stores and banks. Its living, loving people; working, playing, loafing—in the new America of peace.

Producer Goldwyn's hand reached out for the phone. "Get me MacKinlay Kantor—no, not Eddie—MacKinlay Kantor, the writer. He's in Palm Beach." *Valedictory*, *Long Remember*, *Gentle Annie*, *Happy Land* had long ago stamped MacKinlay Kantor as a writer with deep sympathy for the American scene.

In a week the writer was in Hollywood hard at work on the story the producer had suggested to him and hired him to do. The result: *Glory For Me*, published as a novel by Coward-McCann and circulated as the choice of the Literary Guild.

*Genesis

Still there was no screenplay. So Mr. Goldwyn had the telephone to his ear again, talking long distance to New York with Pulitzer Prizewinning Playwright Robert Emmet Sherwood (*Idiot's Delight*, *Road to Rome*, *There Shall Be No Night*). In short order, Mr. Sherwood was in Hollywood, at work on the screenplay in Mr. Goldwyn's own home.

Next, Mr. Goldwyn assigned the man to translate the words to the screen: Director William Wyler, Academy Award winner for *Mrs. Miniver*, director of *Dodsworth*, *Dead End*, *Wuthering Heights*, *The Little Foxes* and a score of others—a director whose name had never been associated with any but the best productions. Just out of the lieutenant colonel's uniform he wore in the AAF where he continued his string of outstanding films with *Memphis Belle* and *Thunderbolt*, Director Wyler caught the excitement, immediately set his heart to putting the idea onto film.

Meanwhile the producer and the director considered other principals vital to the screen translation of Sherwood's script from Kantor's novel from Goldwyn's idea. Cinematographer Gregg Toland, famed as the photographer of *Intermezzo*, *Grapes of Wrath*, *Citizen Kane* and a score of other memorable pictures, was hired. And soon, Myrna Loy, Fredric March, Dana Andrews, Teresa Wright, Hoagy Carmichael and Goldwyn's exciting new discovery, Cathy O'Donnell were busy studying their lines for the roles in which they were cast. Then Mr. Goldwyn made a surprise announcement: the addition to the cast of Virginia Mayo and Harold Russell. Blonde, beautiful Virginia Mayo had played leads before in *The Princess and the Pirate*, *Wonder Man*, *The Kid from Brooklyn*, though never in a tough, dramatic part. Harold Russell, a onetime Army sergeant, had appeared before a movie camera only once before—in an Army Signal Corps film. However, Harold Russell is as American as apple pie and Mr. Goldwyn felt somehow that he would be unforgettable.

Now, two years and \$3,000,000 later, Samuel Goldwyn's greatest picture is finished. Soon it will be seen on the screens of the world. A masterpiece of the contemporary scene, its title has been changed to *The Best Years of Our Lives*. It may well prove to be the best picture of our years.

RELEASED BY
RKO RADIO PICTURES, INC.



VIRGINIA MAYO AND DANA ANDREWS, working, living, loving—in *The Best Years of Our Lives*.

and it happens to you in

"THE BEST YEARS OF OUR LIVES"

a truly great motion picture

Produced by SAMUEL GOLDWYN

Directed by WILLIAM WYLER

Screenplay by ROBERT E. SHERWOOD

From the Novel by MACKINLAY KANTOR



IN THE *Goldwyn* MANNER!

What a REWARD to you



...for nourishing **EVERY INCH** of your dog ...with **GAINES!**

IN DOZENS OF WAYS your dog will show you what a marvelous difference expert care and feeding can make in the way he looks—and feels—and acts. But to nourish every inch of your dog, a food must supply so MUCH... so many things that meat alone can't supply. In GAINES there's every type of nourishment that dogs are known to need. So make GAINES the main part of every feeding.

You will find GAINES more economical to feed than any other type of dog food. It's a Meal dogs love. A stand-by of veterinarians and breeders for over 17 years. Largest-selling dog food in America.

All this Nourishment in **EVERY POUND OF GAINES!**

As much body and strength-building proteins as in 1½ lbs. beef



For strong bones and teeth—the minerals that would be provided by 1½ lbs. cheese



As much energy-making carbohydrates as in 2 qts. cooked oatmeal



For red-blooded vitality—as much iron as in ¼ lb. beef liver



For sleek appearance and glossy coat—the fats that would be provided by 1 oz. butter



ALL THE VITAMINS and MINERALS dogs are known to need... in more than required quantities

For variety, try Gaines Krunchon, which is Gaines Meal compressed into crunchy pellets



GAINES

Complete Meal

"Nourishes Every Inch of Your Dog"

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LETTERS TO THE EDITORS

HICCUPS

SIRS:

DON'T KEEP US HANGING IN THE AIR. DID SHE OR DIDN'T SHE GET RID OF HER HICCUPS (LIFE, SEPT. 30)?

CERRE AND ED WALSH

EVANSTON, ILL.

Sirs:

Take nine swallows of cold water while holding your breath. Then think of the one you love most, take the tenth swallow and let your breath go.

ANNA HUBER

Summerville, Pa.

Sirs:

Plato, the Greek philosopher, gave this advice: "...tickle your nose with



something and sneeze; and if you sneeze once or twice, even the most violent hiccup is sure to go."

MRS. B. A. MARTINEZ

New Orleans, La.

Sirs:

1. Hold breath.
2. Swallow hard three times.

The other cures presented are of little or no value.

BARBARA KRASKER

Chestnut Hill, Mass.

● Last week Lena Sarno had been released from a Chicago hospital, was hiccuping only once in 24 to 36

CONTINUED ON PAGE 21

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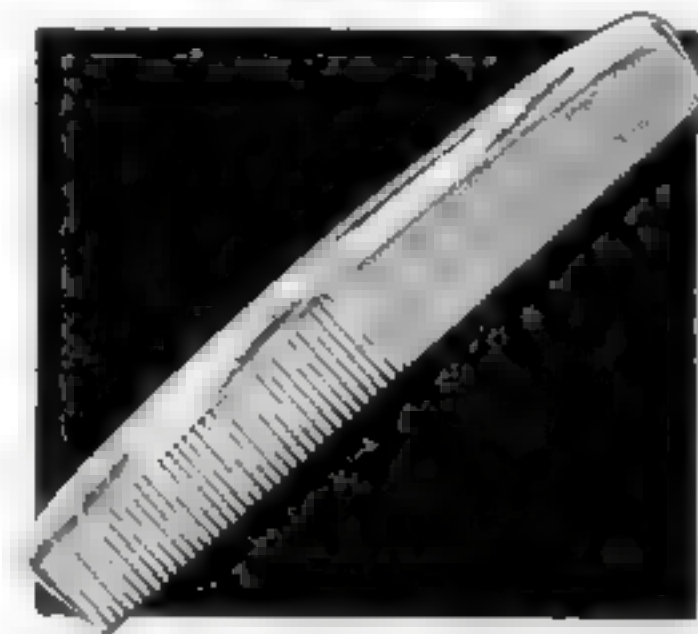
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LIFE
October 21, 1946

Volume 21
Number 17

Your COMB should have these 5 advantages

- ★ Smart styling; lovely sparkling colors.
- ★ Rounded teeth to avoid scalp injury.
- ★ Micrometrically spaced teeth for perfect combing.
- ★ Complete range of styles for men and women.
- ★ Open design for easy washing.



Pro-phy-lac-tic Combs
in POST-WAR PLASTIC



BRINGS WARMTH
to your gift selections

Sparkling rich leather... to warm the proud owner's heart. These fine Rumpff selections grow yet more lustrous more mellow with continued use.

LETTERCASE The ultimate in distinction. Unusually fine workmanship and design.



SMOKIT Quick flap opening, easy zipper loading. No crushed or bent cigars.

WALLET: Slim and sleek in your pocket. No needless bulk. Style. Stitched with Nylon for strength.



Ask for other Rumpff leather products in leading stores. Look for the Rumpff trademark.



C. F. RUMPP & SONS, Philadelphia 6, Pa., Since 1850

MORE POWER - MORE GAS MILES



Here's what HAVOLINE now gives you

- 1 **MORE POWER** — With clogging carbon and sludge removed, every part works more efficiently.
- 2 **MORE GAS MILES** — A clean motor can do its job more easily, so it uses less fuel.
- 3 **MORE OIL MILES** — Oil lubricates better in a clean motor; more protection from wear.
- 4 **MORE ECONOMY** — Not only in gas and oil but in repairs, through less wear.
- 5 **MORE PLEASURE** — You get smoother, more dependable engine performance.

NEW KIND OF MOTOR LUBRICANT

Better than ever as a motor lubricant, this New and Improved Havoline is now also a motor *cleanser*, a motor *tonic*! It cleans as it lubricates — acts as a safe gentle purge that rids your motor of clogging carbon and sludge, both robbers of power and fuel.

Your motor acts young again, and you enjoy more power, more gas-mileage, more economy, and more pleasure! Let your Texaco Dealer change your oil to today's Havoline and discover what a difference a *clean* motor makes.

NEW AND IMPROVED HAVOLINE MOTOR OIL

CLEANS AS IT LUBRICATES

TEXACO DEALERS

where you get...



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GASOLINE



FIRE-CHIEF
GASOLINE



HAVOLINE AND TEXACO
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LUBRICATION



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TEXAS
COMPANY

Tune in the TEXACO STAR THEATRE every Sunday night. See newspapers for time and station.



Now! Autumn Leaf Beauty for You!

The rich mellow colors of turning leaves . . . Textron's new blouses in gay, sparkling prints.
Of finest, washable Textron rayon crepe—smooth as a wild bird flying! Choose the Mexicana print
in Lime-and-Shocking, Royal-and-Green or Orange-and-Purple on White; or the Wild Geese print
in Red-Black-and-Gray, Blue-Teal-and-Gold or Beige-Blue-and-Rust on White. Sizes 32 to 38.

These and many more Textron* Blouses at leading stores throughout the country.

TEXTRON INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

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*Reg. U. S. Pat. Off.

MENSWEAR • HOSTESS COATS • LINGERIE • HOME FASHIONS • BLOUSES

SWONDERFUL!
...it tastes so good,
good, good!



SMARVELOUS!
...how Sunsweet helps
keep you regular, too!



**SUNSWREET
PRUNE
JUICE**



Prepared and distributed by the
makers of Mott's Fine Fruit Products

LETTERS TO THE EDITORS

CONTINUED

hours, usually after a meal. Her doctor felt she would be completely cured within a few days. Remedy: intravenous injections of an anesthetic.—ED.

IOWA

Sirs:

Your essay on Iowa (LIFE, Sept. 30)—we liked it fine. But you weren't here long enough to discover the genuine beauty that rests within the state. It takes many of her sons and daughters a long time to find that same thing, for it's a deep beauty and a quiet beauty.

Many of her youth may leave to find adventure, for they have the enthusiasm and curiosity in their hearts that comes with well-fed bodies and minds. But a good share of them return, find the bluebird in their own back 40 and consider themselves lucky to sit once again on the lap of their mother state.

RUTH S. WATKINS

New York, N. Y.

Sirs:

The farmers who live around Stone City in Iowa would understand Grant Wood's paintings of Iowa trees if they were just a little more distant from the subject.

Driving to work each morning and back in the evening, I have noticed the effect a good many times. Every spot of color seems round. It happens most often in the morning, driving away from the sun. I have seen the same thing on a distant hillside in Stone City, through an Indian-summer haze at about 3:30 in the afternoon. When I could see it without an artist's training, a man like Grant Wood could not miss. The critics call them "stylized landscapes," but I wonder if the artist didn't paint exactly what he saw (as nearly as he could) at a time when Iowa is almost painfully beautiful.

C. Y. SPANGLER

Anamosa, Iowa

WAR TALK

Sirs:

I read with interest your editorial, "War Talk," and Winston Churchill's plea for a united Europe (LIFE, Sept. 30). The only fault I find is that you and he go only halfway.

Every argument for a united Europe holds good also for a united world—or world government. Every advantage resulting from a united Europe would be doubled and redoubled with a world federation.

LAURA M. RETHIER

Lake Katrine, N. Y.

ARTHUR MURRAY

Sirs:

In your close-up on Arthur Murray (LIFE, Sept. 30) you say, "Not counting dancing he has done for pleasure, Murray himself has logged 86,400 hours on the dance floor."

Based on 40 years of dancing, this would be 2,160 hours per year, or approximately 6 hours a day every day for the last 40 years.

Congratulations to Arthur Murray on such a marathon.

LIEUT. J. L. HOLLENBECK, USNR
Banana River, Fla.

● Mr. Murray stubbornly stands by his statistic. He estimates that he has averaged 7 hours a day since 1911.—ED.



Sleep, my baby, sleep

LISTENING drowsily to some well-loved lullaby of your own childhood, Baby drifts away on slumber clouds in his cozy Hanes Merrichild Sleeper.

Knit from soft, warm cotton, these sleepers guard little bodies from neck to toe against exposure. Double-soled for scuffing feet.

They come in lovely pink or blue pastel tints. Their values stand out—for they're knit by the makers of Hanes Underwear for men and boys. Shop for your children's sleep—at your leading store this week.* P. H. Hanes Knitting Co., Winston-Salem 1, North Carolina.

- A Two-piece suit. Ages 0 to 4. With extra pants, this three-piece combination gives more sleeper changes for the child with less laundry for mother.
- B One-piece button-back suit. Ages 0 to 3.
- C One-piece button-front suit. Ages 4 to 8.

*You may not find Merrichild Sleepers on your first call. New supplies are being produced as fast as present conditions permit.



Merrichild Sleepers

CONTINUED ON PAGE 21

Enjoy the Smartness of Shuron Glasses



Illustration by Fred Pearce



FIESTA—at parties

Glamorous colors, glamorous shape—as chic outdoors as in. Feminine, fashionable, even flirtatious—*Fiesta!*



Illustration by Fred Pearce



SHURSET—at work

Trim, "tailored" glasses for everyday wear—adding style to optimum optical values—*Shurset Ful-Vue Rimway.*



Illustration by Fred Pearce



SUNREX—at play

Sunglasses de luxe, created for use with prescription lenses. Optically scientific Shurset design. For men, too.

Shuron

FOR YOUR OPTICAL WARDROBE

© Shuron Optical Company Inc., Geneva, N. Y. Makers since 1864 of materials for the ophthalmic profession.

LETTERS TO THE EDITORS

CONTINUED

EARTHWORMS

Sirs:

LIFE's story of the earthworms (Sept. 30) omitted description of the giant earthworm of Australia, *Megascolides australis*. When at ease, contracted, this earthworm measures 3 to



6 feet. Extended, it stretches to 10 or 11 feet. It is plentiful in the soil of East Gippsland, Victoria. The Australian earthworm resembles a length of pink garden hose in color and size.

I have seen and heard a farmer express more regret at the inadvertent plowing up and killing of a giant earthworm than he would at the death of a cow. They do enrich the soil.

MASON WARNER

Chicago, Ill.

"RADIANT STAR"

Sirs:

Was Mr. Antoine serious with his "Radiant Star" hair style (LIFE, Sept. 30)?

It's fine to be creative and artistic, but when a hairdresser forgets that his first job is to make women attractive, I cannot sit quietly by and let a style like that be foisted on the American women—and their men. After all, we have to look at it!

The time has come for men to stop being patient and long suffering. They know how they want their women to look, but if "styles" like the "Radiant Star" come out of a hairdressing salon, then it seems to me that the only way men are going to get what they want is to go to the hairdresser's with their gals.

VICTOR VITO

New York, N.Y.

OSS

Sirs:

I must call to your attention an error in the text as printed in my article, "Intelligence: Key to Defense" (LIFE, Sept. 30). As printed, the article stated that by agreement with Generalissimo Chiang Kai-shek no OSS agents were permitted to work in China. Examination of the context of the article shows that Manchuria, not China, was meant.

As a matter of fact OSS had more than 2,000 Americans in China proper, comprising its largest group in the Far East. This group trained and led regular Chinese airborne commandos and, behind the lines, guerrilla units and intelligence teams. In less than a year they killed more than 12,000 Japanese, conducted a paralyzing campaign against Jap rail, highway and water communications and furnished more than 75% of the intelligence received by the Allied forces.

Similar groups were poised to enter Manchuria but were denied the op-



new
easy-to-use
wick

makes it simpler
than ever to kill
household odors with



To kill the odor of cooking cabbage, cauliflower, fish...to freshen smoke-stale living rooms, musty closets, unaired bathrooms...just uncup your bottle of air-wick and pull up the new, easy-to-use wick.

There's nothing to light...nothing to burn. air-wick goes to work immediately...not by replacing one odor with another, but by destroying odors wherever they occur.

air-wick is the only household product of its kind which contains chlorophyll...the miracle substance which nature uses to freshen the air in garden and forest.

air-wick deodorizer and household freshener is fully protected by U.S. patent...a trademark of Seeman Brothers, Inc., New York 18, N. Y.

why risk offending?



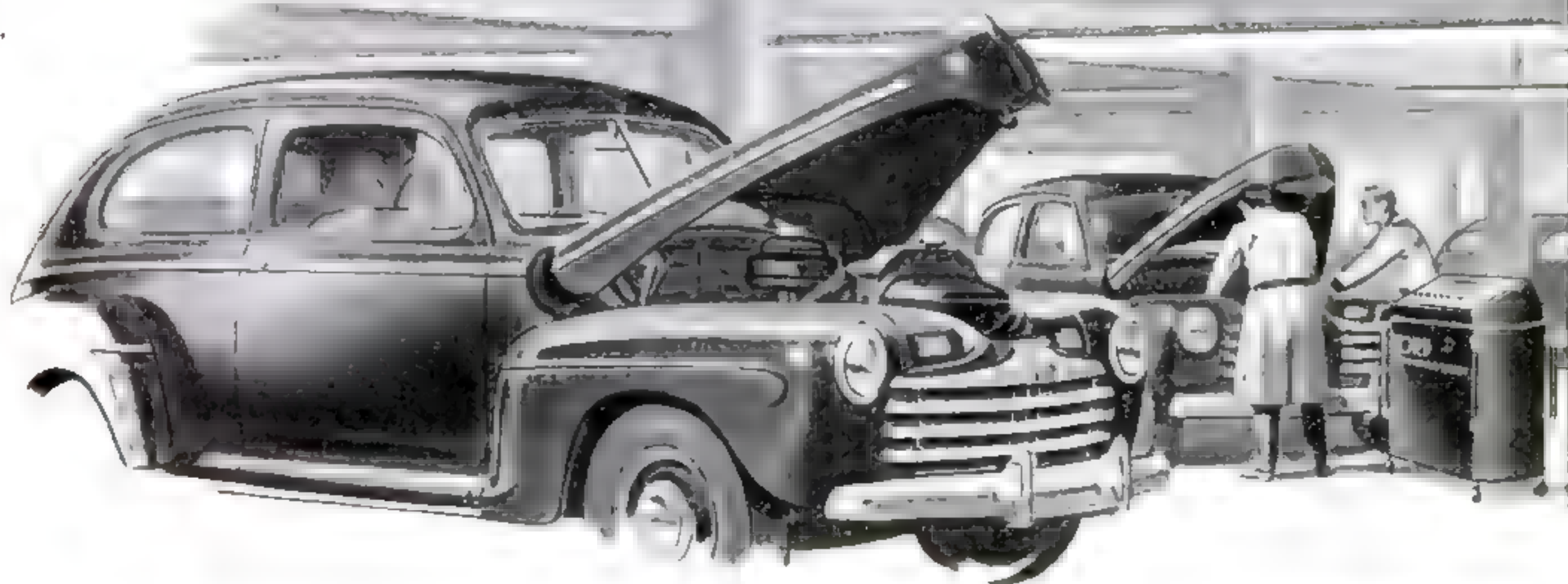
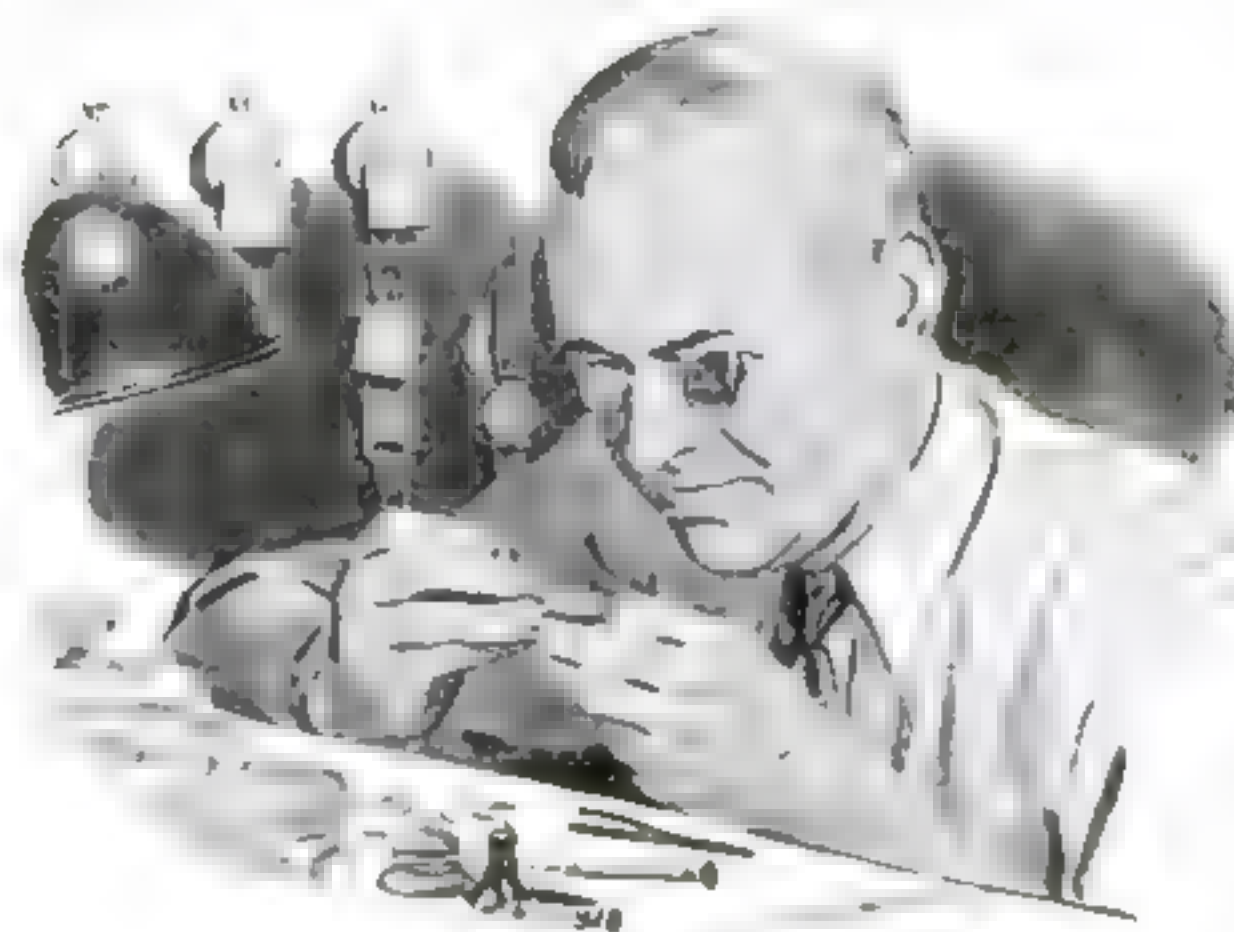
kills household odors



Tune in "Monday Morning Headlines", Sunday, coast-to-coast ABC (Blue) Network, 7:15-7:30 P. M., EST, following Drew Pearson.

CONTINUED ON PAGE 24

Recognized Experts



When you're feeling lousy, you see your doctor. When your watch stops, you take it to your jeweler.

So, when your Ford needs service, it makes good sense to call on *another* expert, your Ford Dealer. Here's why:

Your Ford Dealer maintains service facilities approved by Ford engineers. He schools his mechanics in Ford factory-approved serv-

ice methods. And last, but by no means least, he uses Genuine Ford Parts . . . the parts that are made right, fit right, last longer . . . the parts that duplicate those used to build your Ford.*

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*(Genuine Ford Parts are widely distributed—readily available, all across America.)

**There's no place
like HOME
for Ford Service**

—your Ford dealer knows your Ford best!

F O R D M O T O R C O M P A N Y



'If I were getting married again...'

IF BRIDES could only do a little crystal-gazing... there's many a girl would see that some things worked out differently.

Take, for instance, Mrs. Kathryn Wilson of North Tonawanda, N. Y. She wrote us this interesting story:

"When I was married, my friends gave me a wonderful bedroom shower. Among the many gifts were six fine-looking sheets. One was a Pequot."

A fine gift? Seemed so. But wait! Says Mrs. Wilson:

"That was nine years ago. The other day I took an old sheet from the linen closet and used it to cover the family ironing board. I looked at the label... it was that faithful Pequot. The other five had worn out years before."

What's more, Mrs. Wilson explained, all six sheets had been used in rotation and had the same good care. Do you wonder she enthuses about Pequot sheets... that

she ends her letter by saying:

"If I were getting married again, I'd try to hint to 'showering' friends to make all my gift sheets Pequots."

Because the demand for Pequots is at an all-time high, it is impossible to keep stores constantly supplied. But we're doing our best. If you need sheets, ask for Pequots... *America's most popular sheets.* Pequot Mills, Salem, Massachusetts.

PEQUOT SHEETS

so good-looking  so long-wearing

Pronounced "PEE-KWAT"

LETTERS TO THE EDITORS

CONTINUED

portunity because of the decision that the political situation was too delicate to permit such work to be carried on.

WILLIAM J. DONOVAN

New York, N.Y.

MEMORIN

Sirs:

Your article, "The Lees of Virginia" (LIFE, Aug. 19), spoke of a Lee mansion called Menokin without identifying its location, saying, "Menokin... now stands dilapidated and neglected." Our home is called Menokin and was built by a member of the Lee family. Your article referred to a Menokin in Richmond County and not to our home, another Menokin in Fairfax County which was built by Cassius Lee, first cousin of General Robert E. Lee, and is neither dilapidated nor neglected.

W. DuB. BROOKINGS

Alexandria, Va.

BUBBLE BATH

Sirs:

Today I see pictures of Jeanne Crain's bubble bath (LIFE, Sept. 30) and I read, "Her bathtub was first filled with a little water and a lot of soap flakes."

Yesterday I covered every grocery store, 10¢ store and drugstore looking for any kind of toilet soap. There was none.

Would there be any way for 20th Century-Fox to can some of the bubbles and mail them to me, so by next week we shall have to use shaving cream for face, dish and laundry?

ANNE H. PEARCE

East Palatka, Fla.

Sirs:

*Don't you dare to cross my path,
Lady in a bubble bath.
On his shelves my grocer hath
No soap flakes now for many
an age.*

*Lady in a bubble bath,
Listen to this housewife rage.*

ELIZABETH WHITEMORE KEITH

Portland, Maine

CLASSROOM BULLETIN

Sirs:

As an educator I find continuous value in LIFE material and use it again and again in the classroom, on bulletin boards and in the library. It would help very much, however, if I could have some sort of study guide at the time the magazine comes out, calling attention to pictures and articles particularly useful educationally and suggesting classroom techniques and methods. This would help also in maintaining effective files for reference in later terms. I have heard from a teacher in California that he has seen some such bulletin. Is there one, and could you supply me?

A. C. RIDINGER

West High School
Aurora, Ill.

● To fill this need LIFE developed a weekly classroom bulletin for a special high-school project. It suggests, subject by subject, possible classroom applications for LIFE articles and can be ordered by LIFE-using teachers at cost plus postage (\$2 for balance of school year). Write to John Townsend, LIFE, 9 Rockefeller Plaza, New York 20, N.Y.—ED.

NOW-AN AMAZING NEW GLUE!

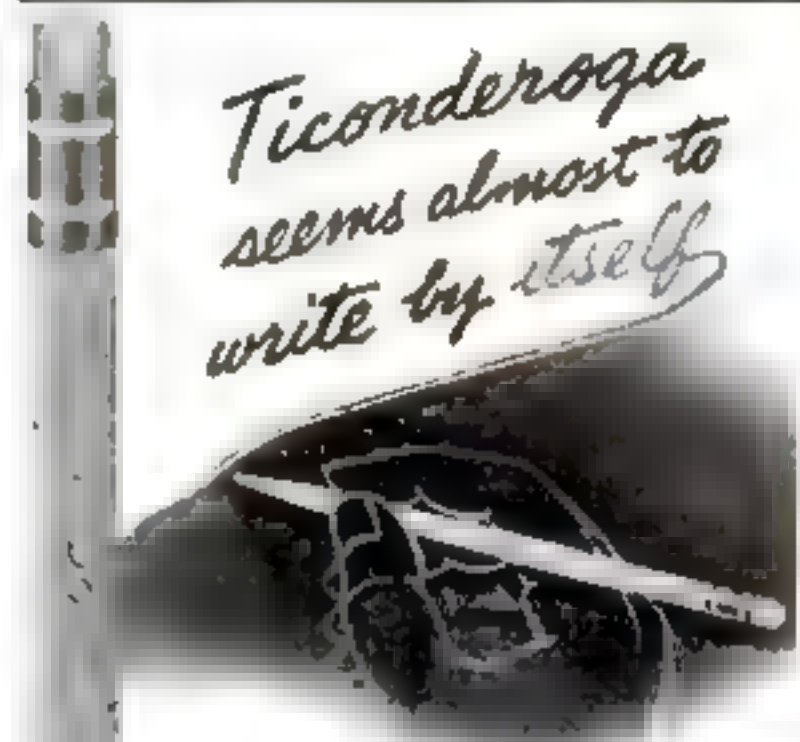
Casco Flexible Cement has actually been tested by a consumer jury of 258 families and given a 4 to 1 preference over other well-known glues, pastes, and cements.

It holds more firmly—sticks most everything... for example, wood to metal, to glass, to fabrics. Easy to use—not messy, won't crack loose. Clean—odorless. Get a 25¢ tube today.

CASCO FLEXIBLE CEMENT

"Sticks most everything"

Casco Company of America, New York 17, N. Y.



So smooth, so effortless 'tis pencil magic! Ticonderoga's firm, true leads turn out clean, good-looking work. Mistakes? Keep 'em under control with Ticonderoga's superior rubber eraser that's locked into the green plastic ferrule with double yellow bands.

DIXON

Ticonderoga

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Canadian Plant: Dixon Pencil Co., Ltd., Newmarket, Ont.

ORCHID OF THE PEA FAMILY



We feel there can be luxury in a vegetable as well as in a flower . . . Green Giant Brand peas are grown from exclusive seed strains like our S-537. They are handled with kid gloves, so to speak, from the time they start in the soil until they are "picked at the fleeting moment of perfect flavor" . . . Delicate . . . sweet . . . tender . . . but emphatically not "luxurious" in price.

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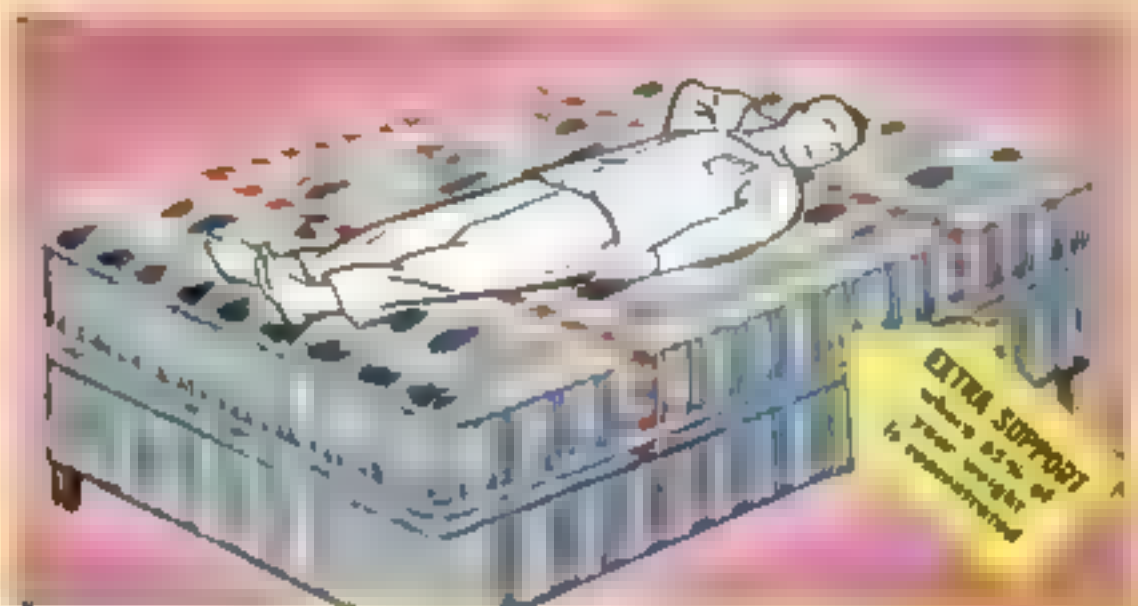
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CONTENTS

THE WEEK'S EVENTS

THE 1946 CAMPAIGN	29
EDITORIAL: THE AMERICAN WOMAN	36
CHURCHILL RIDES A CIRCUS HORSE	37
BRIDE DIES ON STEPS OF CHURCH	38
PEACE CONFERENCE FINDS MINOR HARMONIES	40
HUNGRY HOUSEWIFE FAILS TO GET MEAT	42
U. S. COUPLE ADOPTS FRENCH VILLAGE	45

ARTICLE

THE FIGHT FOR GERMANY, by REINHOLD NEIBUHR	65
--	----

BOOKS

"SO THIS IS PEACE," by BOB HOPE	119
---------------------------------	-----

PHOTOGRAPHIC ESSAYS

WINDSOR CASTLE	84
BOOMING HOUSTON	108

MODERN LIVING

BROGAN CLOTHES	53
----------------	----

MOVIES

GLORIA GRAHAME	77
"THE DARK MIRROR"	131

MUSIC

TOP SONG HITS	81
---------------	----

SPORTS

GUARDED RACE HORSES	101
---------------------	-----

AVIATION

NEW FREIGHT PLANES	136
--------------------	-----

OTHER DEPARTMENTS

LIFE'S REPORTS: THE MONSTERS OF VALAIS, by HENRY TANNER	2
SPEAKING OF PICTURES: EISENSTADT HAS HIS PICTURE TAKEN	12
LETTERS TO THE EDITORS	18
LIFE VISITS A BILLIONAIRES' CLUB	142
LIFE'S MISCELLANY: MAGICIANS' WIVES	146

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LIFE'S PICTURES

Forty-two-year-old Alfred R. Tanner has been the top staff photographer of British Fox Photos, Ltd. for nearly 20 years and a pioneer in color photography. During the war he served as a captain in the British Army, covered the campaigns in the Middle East, Cyprus, Greece and Italy for the War Office and the Ministry of Information. His color pictures of historic Windsor Castle appear on pages 85 to 88.

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COVER—GEORGE STROCK	77—GEORGE STROCK
2 THROUGH 8—DAVID E. SCHERMAN	78—GASTON LONGET from RKO—GEORGE M. LACKS
12—RICHARD E. LAUTERBACH	80—GEORGE STROCK
13—Y. LE TREVOR GAUNTLETT—MT. ST. RICHARD E. LAUTERBACH	84 THROUGH 89—ALFRED R. TANNER from BRITISH FOX PHOTOS
15—TREVOR GAUNTLETT EXC. MGT. LORWIN from PIX	91—EILEEN DAWBY from G. H. GEORGE KARGER from PIX
18, 22—CARTOONS BY CHARLES E. MARTIN	92—GEORGE KARGER from PIX—PETER STACKPOLE
27—BRITISH COMBINE	94—GEORGE KARGER from PIX—GEORGE KARGER from PIX, SCULPTURE BY MALVINA HOFFMAN COURTESY GRAND CENTRAL ART GALLERIES, INC., NEW YORK CITY
29—RALPH CRANE from B.S.	96—PETER STACKPOLE—GEORGE KARGER from PIX
30, 31—L. PAT COFFEY—GEN. SAM SHERE—MARIE HANSEN—ST. ALBERT FENN	101, 102, 104—MARIE HANSEN
32—H. G. WALKER, ALLAN GRANT from G. H. FRANK SCHERSCHEL, KEN HARRIS, WAYNE MILLER	108, 109—FAIRCHILD AERIAL SURVEYS, INC.—DMITRI KESSEL
33—RALPH CRANE from B. S.	110 THROUGH 117—DMITRI KESSEL
34, 35—MAP BY ANTHONY SODARO	119—DRAWINGS BY LEW GLANZMAN
37—ERIC HARLOW from KEYSTONE PICTURES INC.	120 THROUGH 128—DRAWINGS BY LEW GLANZMAN, PUBLISHED BY THE HOPE CORP. AND DISTRIBUTED BY HUNTER IN RECENT YEARS
38, 39—YALE JOEL. © 1946 NEW YORK DAILY NEWS (Y)—© 1946 NEW YORK POST, YALE JOEL—© 1946 NEW YORK DAILY NEWS	131 132, 133, 135—UNIVERSAL PICTURES
40 41—GJON MILI	136, 137—SAM SHERE—FRANK SCHERSCHEL
42—ROBERT STIGERS from ACME	138—SAM SHERE—LOOMIS DEAN
45—RALPH MORSE	141—SAM SHERE—COURTESY LOCKHEED AIRCRAFT CORP.—COURTESY BOEING AIRCRAFT CO.
46—RALPH MORSE EXC. T. PETER STACKPOLE	142, 143, 144, 145—NICK DE MARGOLI
48—RALPH MORSE	146, 147, 148—GEORGE SKADDING
53 THROUGH 62—NINA LEEN	
65—WILLIAM VANDIVERT	
66—NEWSPICTURES	
68—ACME	
72—INT.	

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AT A ROUSING POLITICAL BANQUET IN LONG BEACH, CALIFORNIA'S REPUBLICAN SENATOR WILLIAM F. KNOWLAND CARRIES ON HIS CAMPAIGN FOR RE-ELECTION

THE 1946 CAMPAIGN

REPUBLICANS ARE SURE TO GAIN GROUND, BUT
EXTENT OF THEIR VICTORY IS STILL UNCERTAIN

After a remarkably slow start the 1946 election campaign was getting into high gear last week. Out on the hustings were 100 candidates for the Senate, 900 for House of Representatives, untold hundreds running for state jobs ranging from governor to county jailer. All summer long, while the nation's postwar problems took shape and its political temper went through unfathomable changes, the candidates had remained strangely silent.

Now, ready or not, they were forced to speak up.

With elections three weeks away, all political observers (including Democrats speaking in private) agreed that this was a Republican year. In some places, as a matter of fact, the Republicans were suffering from too much success. California's Republican Senator William F. Knowland (*above*), campaigning for re-election, had counted on the vote-getting magic of Governor Earl War-

ren to help him. But Governor Warren pulled the amazing feat of winning both the Republican and Democratic primaries last June and, thus assured of re-election, did not bother to campaign at all.

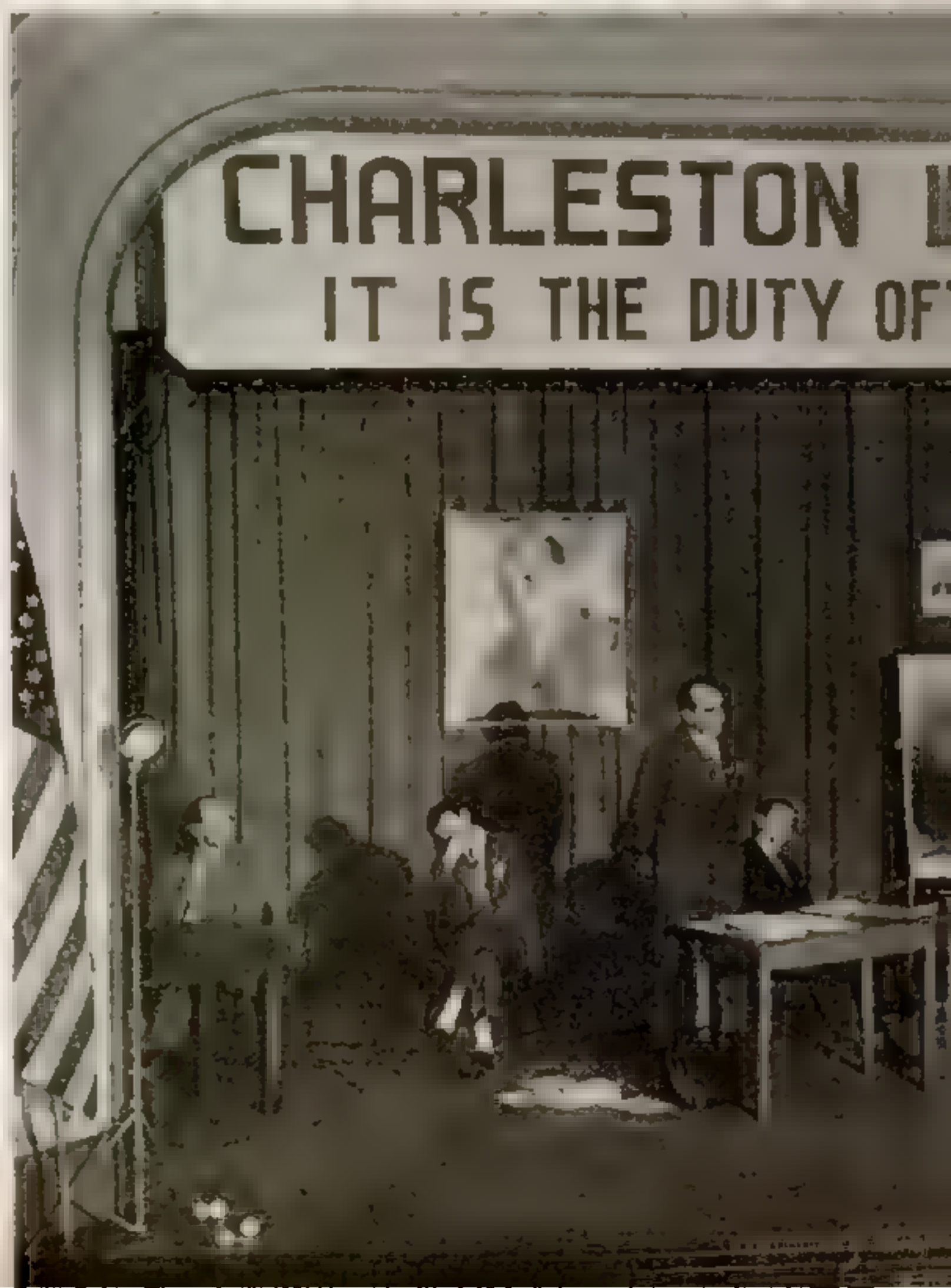
The question was how big the Republican gains would be. Enough to capture the House? Enough to take even the Senate? Enough to pave the way for a victory in 1948's presidential election? For some straws in the wind, see the next six pages.



NEW MEXICO A stout contender for the title of year's most fiery campaigner is Patrick Jay Berley, 63, onetime lawyer, oilman, general Secretary of War and ambassador to China. Now running for office for the first time as Republican candidate for senator, Pat Hurley is winning through New Mexico like a cyclone, looking equally distinguished at formal rallies (above) and at rallies where he showed up in cowboy hat and boots. He started the campaign dirty (he was an underdog New Mexico has not elected a Republican senator since 1938) and his opponent, Senator Dennis Chavez, man of the hand at exporting his Spanish blood. But the race is now close.



NEW YORK Former Governor Herbert Lehman, 68, Lower Westchester County, was drafted to run for governor by the Democrats in a desperate effort to keep the state from falling into the hands of the New York State Republican Party. Lehman's campaign for the Senate seat of Republican Governor Rockefeller, a secret ally, was unknown state legislator. Lehman's opponent, Governor Rockefeller, who has held the Senate seat for 10 years, is taking a serious campaign to beat back the Governor. Rockefeller, who has been successful in his campaign, is the most everybody's satisfaction that he may be re-elected to a third term in 1960.





WEST VIRGINIA Campaign here was featured by an old-fashioned political debate, shown in the photograph below, between Republican Senatorial Candidate Thomas B. Sweeney (standing third from left) and Democratic Senator Harley M. Kilgore (extreme right), who is seeking reelection. The P.A.C. is doing its best for Kilgore, who has been an outstanding symbol of the New Deal philosophy. But the powerful United Mine Workers (who have 110,000 members in West Virginia) are staying neutral. Tom Sweeney, a 32-year-old insurance executive and Navy veteran who started his aggressive campaign against great odds, is now conceded a good chance.

LEAGUE OF WOMEN VOTERS EVERY CITIZEN TO VOTE INTELLIGENTLY



MASSACHUSETTS Aging Democratic Senator David I. Walsh, 73, who has always counted heavily on the Catholic vote, was a prominent figure in Boston's traditional Red Mass at the beginning of the fall court sessions, appearing in both procession and church (top photo, extreme right). But this year many of the Boston Irish are voting Republican. Sitting next to Walsh is Republican Senator Leverett Saltonstall. Republican Henry Cabot Lodge (below) is campaigning to return to the Senate, which he left to serve in the Army, by getting Walsh's seat away from him. Although Walsh has previously been unbeatable, the odds are about even.



MICHIGAN Kim Sigler, 32, a colorful newcomer shown here turning physical strength into political prowess at a county fair, won the Republican nomination for governor on the strength of his record as a graft-busting prosecutor. He is an overwhelming favorite to defeat his Democratic opponent. For it is an ignominious loss Senator Arthur C. Vandenberg, who is so sure of reelection that he has stayed at the Paris Peace Conference, through the campaign.



CONNECTICUT Like all governors of Connecticut for the past two decades, Republican Raymond F. Baldwin, 47, is expected to be re-elected. Baldwin, who has been in the state for this fall to be weighed by Pitchman Dan Burke, 47, and to return get a useful campaign photograph. This year after three terms as one of Connecticut's most successful governors, a 47-year-old Baldwin is running for the Senate. Although he is expected to win his own seat, he will not add to Republican total because seat he will take has been held by a Republican who retired.



WISCONSIN Joseph R. McCarthy, 30, who quit a circuit judge to serve as tail gunner with the Marines, surprised everybody by beating veteran Senator Bil La Follette Jr. in the Republican primary. He is favored to defeat Democrat Howard W. H. M. M., an ardent New Dealer with strong labor support.



WASHINGTON Democratic Senator Hagl B. M. M., 39, shown here fighting one of a politician's duties by catching a fish, was appointed to office last year and faces his first test at the polls. A stubborn but resourceful New Dealer, he faces a hard-fought fight with Republican Harry P. Cain.



INDIANA Virtually sure of election as new senator for Indiana, where Democrats have a major stronghold, is William E. Jenner. Jenner, shown here campaigning in a grocery store, an attack on Jenner was made by Republicans at their primary convention to succeed Senator Ray and W. J. S.



CALIFORNIA At his Mexican ranch house in Baldwin Hills, with Hollywood's big stars in the background, Will Rogers Jr., 34, and his ambitious, barefooted wife practice one of the speeches they hope will make him senator. The son of the late famed cowboy comedian, he ran a small weekly newspaper in Beverly Hills, was drafted by California Democrats to run a winning race for Congress in 1942. Having established a good voting record on foreign affairs, he resigned in 1943 after enlisting as

an Army private, served in France with an armored division, was wounded and earned the Bronze Star. In the Democratic primary last June his mildly progressive record helped him beat an opponent who had the backing of California's movie and labor leftists. But in November he faces more substantial opposition from Republican Senator William F. Knowland (see p. 29) and has thus far failed to make a very effective or convincing campaign. Most California politicians regard the race as extremely close.

THE BATTLEGROUND

G.O.P. bid for control of Congress depends on 85 districts, 13 states

The biggest stake in the Nov. 5 election is control of the next Congress. To Democrats, who have had things their own way in both houses since 1932, control of Congress means continuity of power and all the advantages of the "in" party. To Republicans it means a chance to take a positive hand in national policy and to prepare a political offensive which might lead to a presidential victory in 1948. In the last half century no administration which has lost control of Congress in an off-year election has ever come back to retain the presidency two years later.

In the fight for the House the districts shown in gray on the map at right will determine the result. Eighteen of the crucial House seats are now held by Republicans who may be upset by Democrats. The other 67 are held by Democrats who face a hard campaign against rising Republican opposition. There may be unexpected shifts one way or another in other places, in line with the traditional unpredictability of the man alone with his God in the polling booth. But the national political pattern for the next two years will be determined largely by whether the Republicans, who now hold 192 House seats to the Democrats' 241, can win 25 of the crucial 85.

Many of the districts are in big cities or predominantly urban areas, where the New Deal, with its labor alliances and the left-wing appeal of men like Senator Claude Pepper, has found its greatest voting strength. The Republicans already have a strong hold on the rural vote in most states outside the Solid South, and their success this year and in 1948 will depend chiefly on how many urban voters they can win over. Democrats have been encouraged by large registrations in New York, Philadelphia, Detroit, Pittsburgh and Cleveland. But there is no assurance in a turbulent political year like this, which has seen the Gallup Poll swing from 75% in favor of OPA to 53% against, that the city dweller's heart still belongs to the Democrats.

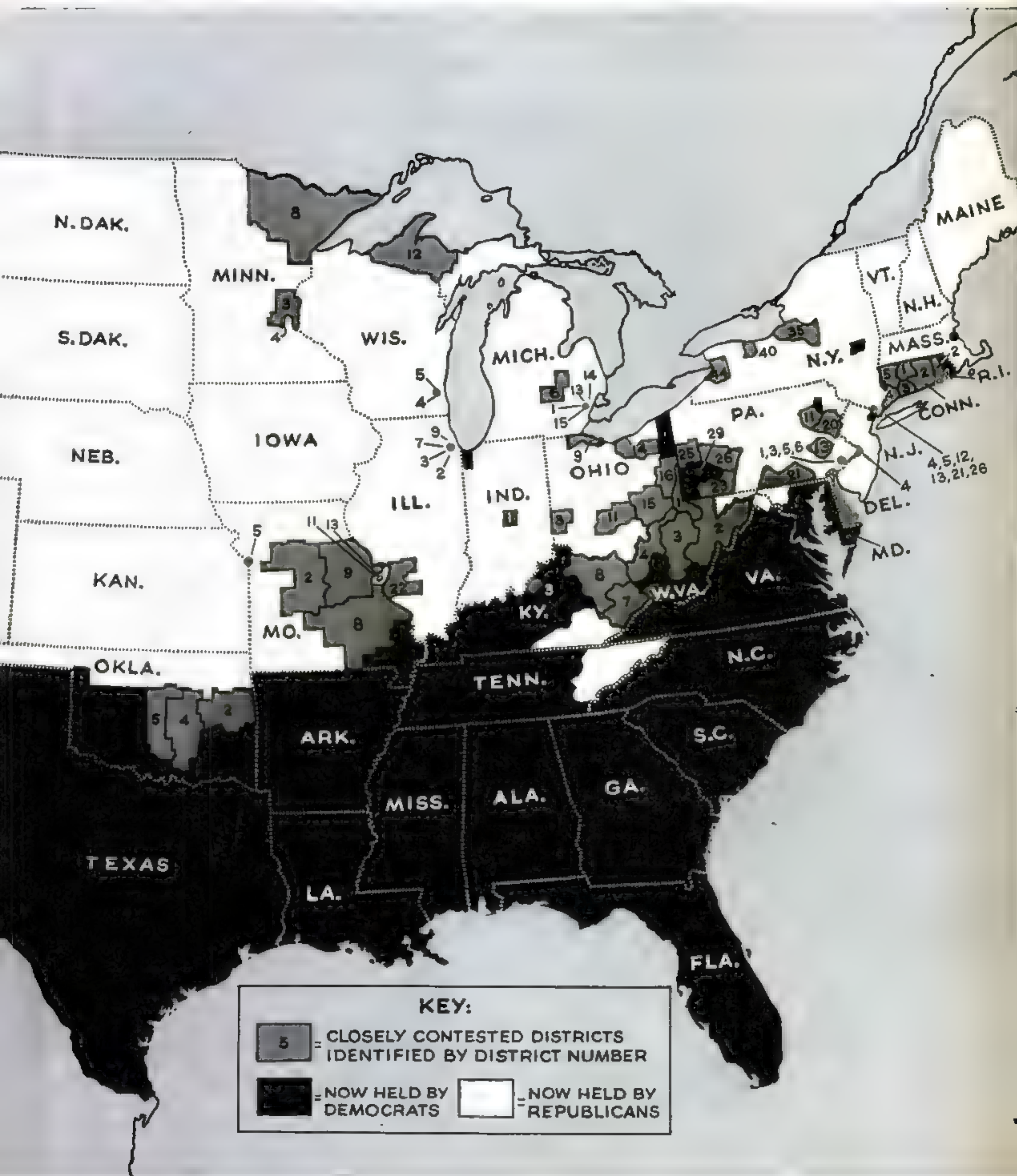
In the Senate only 17 places are at all likely to change hands this year and the Republicans must pick up 9 for a majority. The party is sure to beat Democratic incumbents in Ohio and Pennsylvania and has a good chance to gain a seat in Wisconsin. But it may lose a seat in Kentucky, which nestles close to the Solid South. Thus the result seems to depend on whether Senator Knowland can win re-election in California and whether Republicans can take away Democratic seats in Massachusetts, New York, Delaware, Maryland, West Virginia, Missouri, Montana, Wyoming, New Mexico, Nevada, Idaho and Washington. Since most of these 13 races are considered close, the mathematical odds are against the Republicans' winning enough of them.

In today's political ferment, however, mathematical odds may be a hazardous criterion. The New Deal which garnered the labor and independent vote in the '30s has fallen apart; some of the old stalwarts like Wallace and Ickes are now among the severest critics of Administration policies. The Democrats are still officially the party of government controls, which have lost face during the meat famine, and a pro-union policy, which lost popularity during this year's strikes. Harry Truman has let popularity slip through his fingers. When San Francisco audiences at the political play *State of the Union* were asked to name their preferences for President in recent weeks, Mr. Truman came out 10th. The Administration's foreign policy, brightest spot in its record to date, has alienated the busy left-wing partisans who proved the world's best ward heelers in recent elections. All in all, with the Democrats in deep trouble, anything can happen.



KEY TO NEXT CONGRESS are the election districts shown in gray on this map, which was prepared

from lists of crucial districts drawn up by political experts and LIFE political reporters in the 48 states. The



House seats in these 82 districts, plus three seats of congressmen-at large in Connecticut, Illinois and New Mexico,

are the most likely to change party this year. To win the house, Republicans must capture 25 of the 85 seats.

The districts in black (for Democrats) and white (for Republicans) are likely to go again to the incumbent party.

THE AMERICAN WOMAN

SINCE SHE IS CLEVER AND BEAUTIFUL, WHY CAN'T SHE ALSO BE POLITICALLY EFFECTIVE?

Of course we do not expect to utter the last word. Women, especially American women, are a big subject, and everybody has ideas and is willing to voice them at the drop of a handkerchief. The American girl is very pretty, and smart too. As the ads say, she has both glamour and brains. No one could claim that LIFE's editors are unappreciative of her charms in a bathing suit or her achievements in the arts, business and sports. Yet the fact is that, despite the marked degree of freedom she has won in comparison with many foreign women, the American woman is not yet entirely emancipated. She is still not a full partner in the national scheme of things. The immense and positive power that women should exert is still not effectively applied over the full social and political arc.

Politics

For instance, if they set their energies to it, women could easily outvote the men next month. A whole generation of women has grown up in the 26 years since adoption of woman suffrage, and these together with their older sisters and mothers now outnumber the men by more than a million. This is interesting arithmetic because it is something rather new. Only six years ago women of voting age outnumbered the men by just 73,000. Two years ago the lead jumped to 730,000. This year women should have a plurality of about 1,172,000. And the Census Bureau forecasts women will have the numerical lead from now on.

From this you might suppose that women would fill about half the seats in the nominating conventions, even have a fair share of the chairs in the smoke-filled rooms, and that their names would roughly balance with those of men on the tickets. Instead of that, women are lucky if they get a few committee memberships, and the usual gesture made toward them by the parties is to include on the ticket some male with curly hair or a vibrant radio voice.

The fact of the matter is that women no longer need to direct the course of state from a boudoir. Yet instead of resenting the way they are patronized or feeling challenged by the opportunity of their new and legitimate power, women in general show a surprising lack of interest in it. Back in 1903, Bernard Shaw said flatly, "Give women the vote, and in five years there will be a crushing tax on bachelors." The amazing inaccuracy of this prediction was not that it was illogical, but that women failed to show normal political gumption. Even now those women who do take politics seriously tend to vary from the political as well as from the feminine norm. On the one hand they are extremists who work intensely at some good cause, such as world government; on the other they are the discussion-group ineffectuals of the type patented by Helen Hokinson. It has been noted that many leading suffragettes had fathers who were abolitionists. The emancipation of women was in their minds the same kind of cause as the freeing of the slaves and involved not only idealism but a highly personal emotion. This origin of woman suffrage has left its stamp on women's political behavior to the present day.

Yet where women have won office, the re-

sults are generally good. When aroused, women have spearheaded admirable political cleanups. They played a leading part in sweeping out the remnants of the Long machine in New Orleans, and the fact that Cambridge, Mass. has a city manager is largely due to the League of Women Voters. These illustrations are significant mainly because they are too few.

Eleanor Roosevelt said the other night that women, "by nature the conservators," have a special concern for peace. Although their concern is surely no greater than men's, let us take her remark at face value. Peace is certainly one of the prime political subjects of 1946. The other is meat. One might logically expect women to be leading this year's political discussions, advancing the ideas. Why aren't they?

Women's Lot

Partly, of course, it's the women's own fault; partly it may be biology's fault. As the fine old cliché has it, "Every woman's life is a social problem." Every wife, mired in the complexities of home and children and hemmed by the gaunt walls of budgets, knows this is true.

On the surface it reduces to that old Sunday supplement question: "Is Woman's Place in the Home?" That has been kicked around since some Cro-Magnon wife first peered out at the chill and forbidding dawn and decided not to run with the pack that day but to tend Junior instead. It is highly possible that the progress of man, such as it has been, dates from that division of labor. In any event, unless the atom fools us, we are not likely to return to precave social patterns.

Nor are we likely to return to those Victorian times when the position of the urban American woman was buttressed with cooks, upstairs and downstairs maids and a readiness to swoon at sight of a mouse. American women wearied of that confining pedestal and largely through their own efforts, from flapper to bobby-soxer, have risen by climbing down. Women have made sensible progress in the last few years in obliterating that once sharp line between those who wore flat heels and had a purpose in life and those who took the names of perfumes seriously.

Yes, women have done much for themselves, but now circumstances outside themselves may do more. The same census figures that show women now outnumber men as voters also disclose the historically vital fact that American women are no longer a commodity in short supply. More women than heretofore will choose careers and will have time for public service, simply because in a monogamous society there are just not enough males to go around.

This statistical fact also happens to correspond with the circumstance that a sizable percentage of the country's marriageable men have recently returned from climes where they made first-hand studies of societies that have had a preponderance of females for some time. Judging from the rash of magazine articles with such titles as, "Do American Men Like Women?" or "The American Woman? Not for This GI" some thoughts were stirred.

But American boys might fairly consider the contribution to that sort of life which the Euro-

pean man has made. For if the European woman has, as the boys report, developed the art of helping men get a little more fun out of life, the European man, in return, participates much more fully in her social ambitions and cultural activities. He is not so absorbed in business that he comes home a wrung-out rag every night. At parties he can do better than tank up on overstrong liquor and spout club-car stories. There has developed a type of companionship that is all too rarely found in the American marriage.

A few years ago Mrs. Chase Going Woodhouse asked 250 happy American couples why they were happy. Both men and women gave as their first answer the fact they had found companionship. In America boys and girls go from kindergarten through college as intellectual equals. They hold class offices as equals. They are comrades in dozens of enterprises that have little relationship to housewifery and babies. Yet an amazing number of marriages—40% and rising—end in a failure to find companionship. This is a subject that can lead all around Robin Hood's barn, yet part of the answer must lie in the way that Americans divide up their spheres of interest too sharply after marriage. Another part, too, is that despite our streamlined kitchens, American women just don't have time to be companions or to participate in public activities.

Woman's World

Since the majority of American women will continue to marry and have babies, some means must be found to open the door to a fuller life. In the servantless society that has come upon us, we frequently read of plans for corporations to do housecleaning on a mass-production, community-wide basis. Yet such facilities do not materialize, or at least do not on sufficient scale.

Meanwhile Dagwood has to help more amiably with the dishes, which is okay. There may even be a trend toward more male interest in the P.T.A. and the symphony orchestra.

But if American men still need civilizing, the American woman still needs politicizing, and perhaps she has even further to go than her husband. Our urban industrial society, which rests on a division of labor, even tends to freeze women in their subservient social role. This very danger makes political equality the essential means to their final emancipation. For politics, in a democracy with weak social traditions, shapes our customs and manners, as well as our laws. So if ours is to be a whole and healthy civilization, our politics needs the feminine touch. It needs our womanpower.

PICTURE OF THE WEEK: ➔

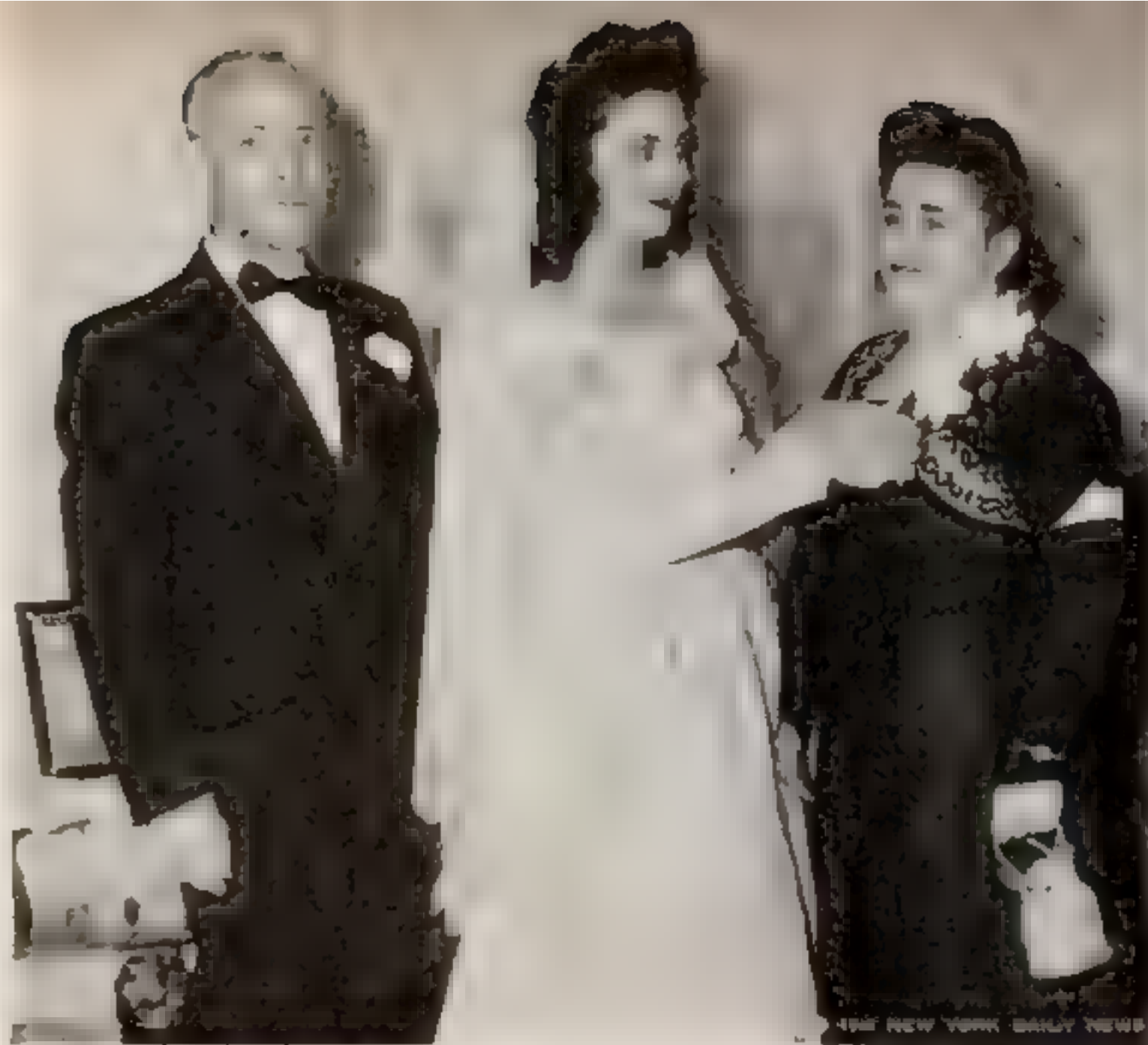
The horse-loving soul of Circus Owner Jan van Leer was delighted when he read in one of Winston Churchill's books the observation that "It is better to give one's son a horse than money." Van Leer asked and was granted permission to come to Churchill's home at Chartwell in Kent to show the ex-Prime Minister two of his fancy horses, which can waltz and polka. Unable to resist one named Salve, Churchill, who had not ridden for 10 years, went off for a 10-minute canter, found that it did his liver good. "I'm still the man I was," he said.

WINSTON CHURCHILL, 72, TAKES A RIDE
ON FANCY-GAITED, WHITE CIRCUS HORSE





THIS IS THE HOUSE THE COUPLE HAD BOUGHT WHEN HE RETURNED FROM THE ARMY



JUST BEFORE WEDDING CEREMONY ROSE PINNED A CORSAGE ON HER MOTHER



THEY POSED TOGETHER WHILE HE WAS IN UNIFORM

A BRIDE DIES AT HER WEDDING

Rose De Fabrizio met John Mastantuono when they were high-school students in Inwood, Long Island. They were soon sweethearts but the war came before they could get married. John went into the Army for two and a half years. Eight months ago he was released and they decided to get married.

Rose left her job immediately. But they made their final preparations carefully. John found a good job.

He even found a house and with his father's help bought it. Then they set the date, Oct. 6, and rushed into the flurry of last-minute plans. Rose bought a wedding dress. John bought a ring and borrowed a car for the honeymoon in Atlantic City. They hired a photographer to take pictures of the wedding. On the morning of the wedding, even though he knew it was supposed to bring bad luck, John

ON HER FATHER'S ARM ROSE STARTS UP THE STEPS TO THE CHURCH. "I GAVE HER MY ARM, MY BEAUTIFUL LITTLE GIRL," HE SAID. "WE HAD PRACTICED GOOD"





SHE GAVE HER NOSE A LAST QUICK PAT BEFORE SHE LEFT FOR THE CHURCH



BRIDE AND ATTENDANTS POSED HAPPILY FOR PORTRAIT BEFORE THE TRAGEDY

A LONG ISLAND GIRL WHO WAITED ALL THROUGH THE WAR TO MARRY HER HIGH-SCHOOL SWEETHEART FALLS DEAD AT THE CHURCH DOOR

saw his bride briefly. When she left him she said, "John, I love you with all my heart."

Four hours later Rose De Fabrizio and her wedding party drove up to the steps of the church. Inside the organ was playing *Here Comes the Bride*. People were crying happily and the photographer was busily taking these pictures. Rose was too excited. She stepped on her wedding gown. "Wait,"

she whispered to her father. "I'll fix it," he said.

Then Rose toppled onto the church steps. Somebody screamed. Her father thought she had fainted, asked for help. But the delirious excitement of the long-planned moment had been too much for Rose's heart. She was dead.

When Rose De Fabrizio, who was only 21, was buried four days later, she wore her wedding gown.



IN THEIR HOUSE THE GROOM WAITS FOR THE FUNERAL

OUTSIDE THE CHURCH DOOR, A MOMENT AFTER ROSE DE FABRIZIO FELL, THE WEDDING PARTY CLUSTERS IN CONFUSION AS THE BRIDE LIES DEAD ON THE STEPS





THE PEACEMAKERS

A hard all-night session in Paris ends with a bit of minor harmony

Sometimes, though not often enough, Russian and American delegates to the Paris Peace Conference find themselves in agreement. One occasion came after a grueling all-night session of the Military Commission, which put final touches on the Bulgarian treaty. That meeting had lasted from 9 p.m. until 7 a.m. while Russian delegates fought over a British-Greek proposal to add motor torpedo boats to a list of weapons forbidden to Bulgaria. When the bleary-eyed delegates stumbled out into the morning light, the Russians were still puzzling over the English wording of one passage in the treaty. Finally they took their perplexity to the American delegation, who showed them how a slight alteration in the English words would straighten out the meaning satisfactorily to Russia. These photographs, taken for LIFE by Gjon Mili, show the Russians in a happier mood than they were during the preceding wrangle with the British over torpedo boats. When that issue was put to a final vote, the Russians lost 14-6.

MILITARY COMMISSION goes over Bulgarian treaty before passing it on to assembly of Peace Conference.

Speaker standing right is British delegate, A. V. Alexander. Russians and Americans are near end of table upper left.



PERPLEXED Russians come to the American delegation for explanation from Theodore Achilles, adviser. Russians are General Slavine (second left) and Lieut. Colonel Samarine.

PERSUASION with gestures is added by the chief American delegate, Brig. General Jesmond Balmer (center). Russians speak English but were confused by precise terminology.



UNDERSTANDING point, Russians sit down at their places to make changes with the help of General Balmer and his young assistant, Capt. William Galloway (seated, right).

CONVINCED, Samarine happily scribbles rewording on the Russian copy of the treaty. He and Slavine have been in Paris since April, working on Peace Conference matters.



HAPPY ENDING contrasts with the bitter talk that frequently passes between American and Russian delegations at the conference table. Here Samarine is slapping Achilles

joyfully on back. Meeting was in Luxembourg Palace room, formerly Marie de Médici's chapel. The mural depicts St. Louis burying dead on Palestine battlefield during Crusades.



AFTER STANDING WEARILY IN LINE FOR THREE HOURS MRS. LULU SCHMITTHERNER OF CINCINNATI FINALLY GETS TO THE COUNTER JUST AS THE MEAT GIVES OUT

HUNGRY HOUSEWIFE

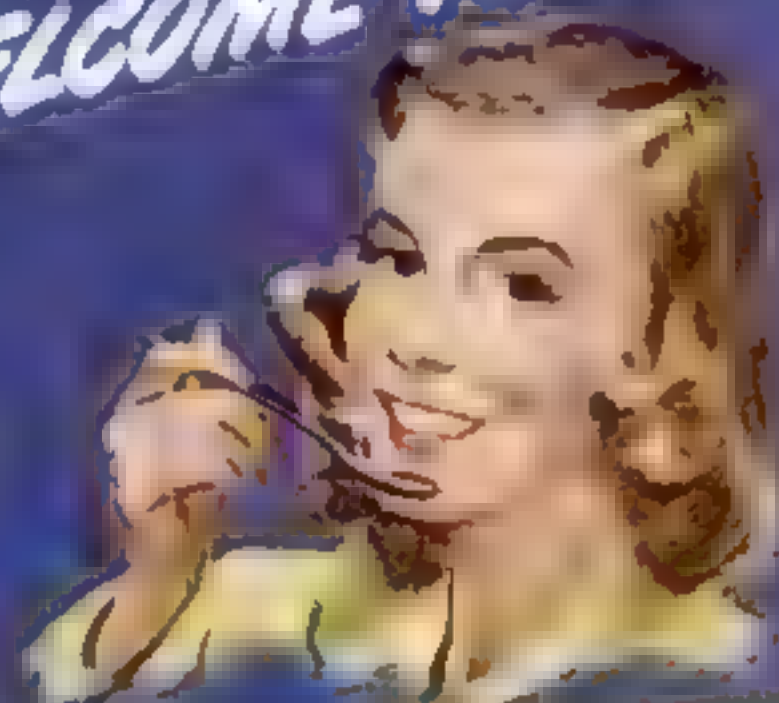
Like rest of meat-starved nation
she is too late for too little

The predicament and the reaction of the little lady above—who waited for hours and still got no meat, summed up the predicament and reaction of the whole country last week. The U. S. was frustrated and meat mad.

Throughout the nation game wardens complained of poaching. A New York cattle rustler was caught with a half-carved cow. A Long Island manufacturer bought a herd of steers to feed his employees,

only to have OPA tell him it was illegal. The situation got so bad that even the black markets were short. It helped no one to have Nazi War Criminal Rudolph Hess complain he was getting too much meat, would like a few more pieces. During the political meat ax, the Administration held continual meetings looking for an answer. Meanwhile a desperate restaurant owner in New York suggested one solution. He jumped off Brooklyn bridge

"MMM-GOOD! IT'S BACK AGAIN!"
"AND MIGHTY WELCOME TOO!"



Now . . . After Months of Scarcity . . .
Your Grocer's Shelves are Stocked with

Campbell's TOMATO SOUP

The Soup Most Folks Like Best!

Yes, here's good news indeed! For just about everyone is quick to answer the bright beckon in a brimming bowl of Campbell's Tomato Soup. There's cheer in its very look, a "come-on" in its aroma, deep-down enjoyment in every tempting spoonful.

Luscious, vine-ripened tomatoes, specially grown from special seed—bursting with flavor, and with vitamins and minerals for health. Such are the tomatoes Campbell's blend into America's favorite soup—by an exclusive recipe that includes fine table butter and gentle seasoning. Keep it handy on your pantry shelf. Enjoy it, with milk added, as an extra-delicious cream of tomato.

KEEP IN THE RED AND WHITE LABEL



THE NEW PACK'S IN! STOCK UP
DURING
CAMPBELL'S TOMATO SOUP WEEK
OCTOBER 17-26



RECIPE FOR SAVORY SPINACH with Celery

1 box Birds Eye Spinach
1½ cups boiling water
1 cup sliced celery
½ teaspoon salt
2 tablespoons butter or margarine
¼ cup cream
2 tablespoons prepared horseradish
½ teaspoon salt
¼ teaspoon pepper

Remove Birds Eye Spinach from carton. Cut block in 1-inch cubes with a sharp knife. Bring water to a brisk boil in saucepan; add celery and ½ teaspoon salt and cook until celery is almost tender. Add spinach, bring again to a boil, and boil 4 minutes, or until spinach is just tender; drain. Then add remaining ingredients and mix well. Heat thoroughly. Serve on hot platter with slices of hot boiled tongue, luncheon meats, or sliced chicken. Makes 4 to 6 servings.

Savory Stunt with Super-Spinach

... and we do mean



Here's an exciting twist for an old stand-by. And it's gloriously, zestily *different* from any tongue'n'-spinach you ever tasted!

For the spinach is *super*-spinach, and it's paired off with celery and zipped up with horseradish sauce.

Birds Eye Spinach is tender and young, with delicate, dewy-fresh flavor . . . flavor that's sealed in by quick-freezing within 4 hours of the time the sprightly young green stuff is gathered.

And there's never a stray stem nor a trace of grit to mar your enjoyment. Birds Eye Spinach is culled and showered to perfection!

Do try this new Birds Eye recipe *soon*. And to go with it, get delicious, milky Birds Eye Golden Sweet Corn at your Birds Eye storekeeper's.



DON'T BE A SOFTIE!

When folks tell you other brands of quick-frozen foods are "the same as" Birds Eye, don't go weak-kneed. If you've ever compared, you KNOW there is only one Birds Eye quality...quality with a money-back guarantee...

STIFFEN YOUR SPINE!

Ask for Birds Eye and get Birds Eye! Then you're sure of the best in quick-frozen vegetables, fruits, poultry, and sea food.



ONE FAMILY'S GIFTS ARE PILED ONTO TABLE AS SCHOOLTEACHER, M. GANDAR, HIS WIFE AND CHILDREN STAND IN COURTYARD ALONGSIDE NEW POSSESSIONS

AN AMERICAN COUPLE ADOPTS A FRENCH VILLAGE

Just after Paris was liberated in 1944, trapped German soldiers raided a small French farming town named Maillé, which they suspected of harboring an English aviator. They killed 124 of the 480 inhabitants and burned 52 of the 150 houses before an American plane appeared overhead and drove them off. Last spring a rich American couple, Gir-

ard and Kathleen Hale, heard about Maillé and they decided to adopt the entire village. On their request the people drew up a list of their most pressing needs, ranging from lavettes to school furniture. Last month the first of three shipments of gifts arrived. The entire population, grownups on one side and children on the other, gathered in the

ruined courtyard between the city hall and schoolhouse. The gifts from the Hales were carefully set out on 12 American-made lunchroom tables. Then each tableful of gifts was distributed, with suitable oratory by French and American dignitaries, to the 12 families who were the first to get the gifts, which will eventually be given to all the village.

MAILLE IS SMALL CLUSTER OF HOUSES SET AMONG FARMS NEAR TOURS IN NORTHERN FRANCE. HOUSES TODAY SHOW LITTLE EVIDENCE OF WARTIME DEVASTATION



(CONTINUED ON NEXT PAGE)

• Quality
Beyond the
Call of Duty

Nunn-Bush

Ankle Fashioned Oxfords



The Ridgewood
Style 2143
Brown Heather Veal
Soft Leg and Sole

They Add *Life* to your Miles

Any honestly made shoe will give many miles of life. But by means of Ankle-Fashioning Nunn-Bush adds life to the miles. See what you get when a maker earnestly strives to build the world's finest shoes for men—shoes so inherently designed that they seem to live with your feet. And your feet enjoy living in them.

See Your Local Nunn-Bush Merchant
NUNN-BUSH SHOE COMPANY • Manufacturers • MILWAUKEE, 1, WIS.

Adopted Village CONTINUED



MAILLE'S BENEFACTORS, Kathleen and Girard Hale, live on an 8,000-acre Southern California ranch. He paints, she writes. They are very wealthy.

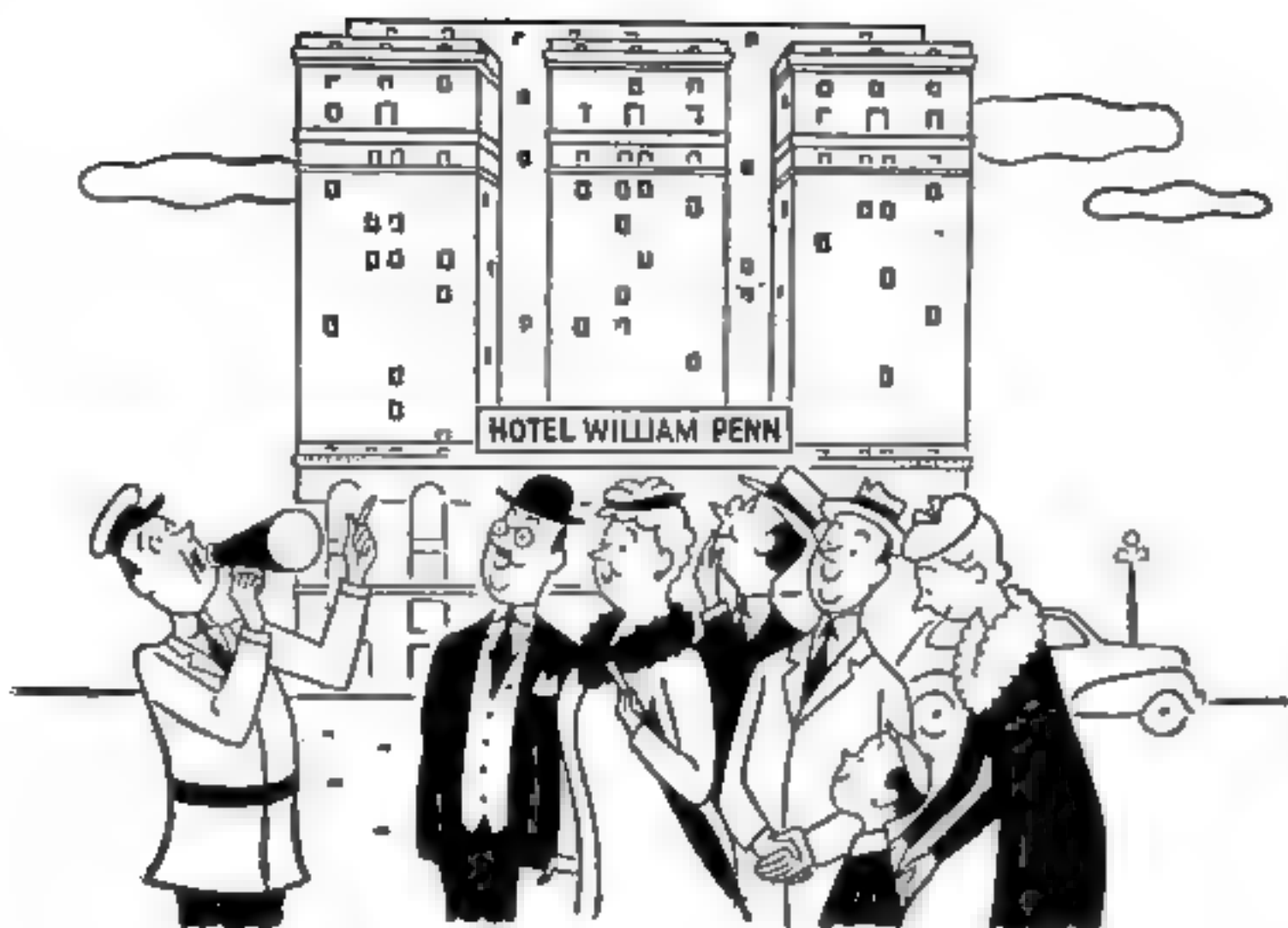


FOR GIFT-GIVING, villagers gather in Maillé courtyard as the band plays *Marseillaise* and *Star-Spangled Banner*, over which it labored one whole month.



MADAME BIDAULT, wife of France's president, presents first table of gifts to Mme. Maria Guerin, who saw husband killed and house burned by Germans.

CONTINUED ON PAGE 48



1. On your right is another famous Pittsburgh landmark. No, it's not a steel mill . . . not a coal mine . . . not even the Ohio River—it's the 8th largest hotel in the world, the Statler-operated William Penn, where you really *are* a guest!



2. Now this historic spot is a Statler dining room where excellent food, expert chefs, and skilled waiters combine to offer just about the best meal in town. And so we move on . . . *we move on, I say*, . . . shucks, I might as well enjoy a Statler meal, too. Oh, waiter!



3. Step right in to a typical Statler room. So large, so airy, so tastefully decorated. Note the radio, the deep chairs, and, best of all, the really comfortable bed that insures a restful, refreshing sleep.



4. You can see at a glance that the William Penn is right in the center of things. *That* is the shopping section. *There* is the business district. And *those* are the theatres. Practically every place you'd want to go is just a short stroll from the William Penn.



5. And here we are back in the lobby, surrounded by the friendly atmosphere, the feeling of old-fashioned hospitality, the . . . *Hey, come away from that registration desk! Drat it, now they all want to stay at the Wilham Penn . . . I lose more darn sight-seers that way!*

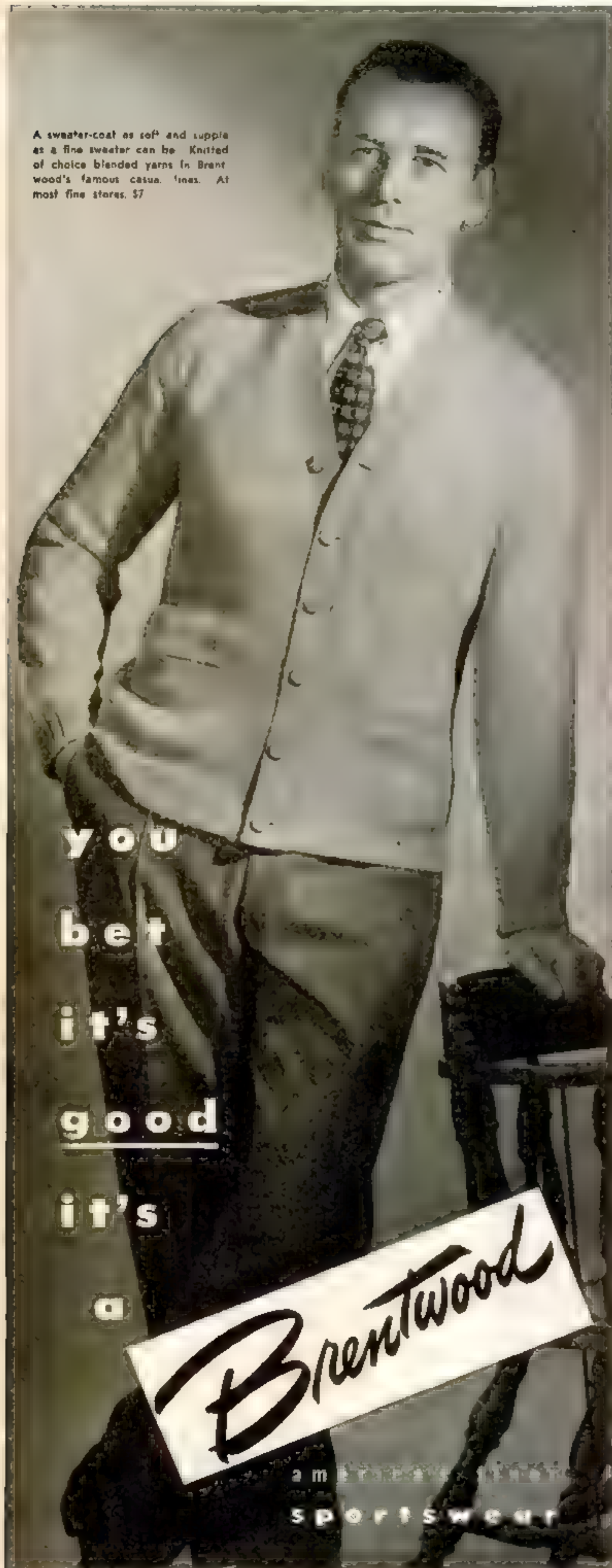


HOTELS STATLER IN
 BOSTON \$3.85 BUFFALO \$3.30 CLEVELAND \$3.00
 DETROIT \$3.00 ST. LOUIS \$3.00 WASHINGTON \$4.50

STATLER-OPERATED
 HOTEL PENNSYLVANIA \$3.85 HOTEL WILLIAM PENN \$3.85
 NEW YORK PITTSBURGH

Rates Begin at Prices Shown

SHARE A MEAL—SAVE A LIFE!



A sweater-coat as soft and supple as a fine sweater can be. Knitted of choice blended yarns in Brentwood's famous casual lines. At most fine stores, \$7.

you
bet
it's
good
it's
a

Brentwood

american
sportswear

BRENTWOOD SPORTSWEAR • PHILADELPHIA • NEW YORK



MAYOR Louis Duplessis, 68, carries his precious American typewriter, one of five presented to Maitre into restricted city hall. He also got chair and desk.



ABBE André Paven tries on new American robe. He also received altar scarves and 40 yards of black funeral cloth, 52 yards of cotton carpeting for church.

QUALITY OF PRODUCT
IS ESSENTIAL TO
CONTINUING SUCCESS

L.S./M.F.T.

L.S./M.F.T.

*Yes! LUCKY STRIKE
Means Fine Tobacco...*

**So smoke that smoke
of Fine Tobacco -**

LUCKY STRIKE



You don't stay first
unless you're best



Imagine a road like this—endless miles of it, with steel bars stretched across it every few feet! Imagine driving over this road and hitting bar after bar . . . hour after hour, day after day!

Obviously, such an experience would provide a supreme test of the strength and endurance of an automobile tire.

But how could such a test ever be made? For no driver—no machine—could stand for long the terrific, jolting punishment such a road would deal out. Nevertheless, Goodyear was determined to test its own tires, and others, on a road exactly like this!

First—every year for 31 years

GOODYEAR



And here's how it was done! This big circular track has steel cleats bolted across it. On the 12 spokes of the giant wheel which revolves inside the track, tires are mounted.

The huge wheel turns . . . the tires race around the track, thudding against a steel bar every tenth of a second! As the wheel speeds on and on, ordinary tires break down, blow out—but not the Goodyear! Long after lesser tires have failed, the Goodyear goes on taking its pounding!

Here's another proof that the Goodyear is the best tire on the market today . . . another reason why Goodyear remains America's first-choice tire for the 31st consecutive year!



More people ride on
Goodyear tires than
on any other kind

ANOTHER **GOODYEAR** FIRST!
Goodyear tires in larger sizes are
made with rayon cord.



YEAR



PART OF THE AMERICAN SCENE

Fishing in the Rockies



"Up Chalk Canyon," by Adolf Dehn, who has been awarded a Guggenheim Fellowship, and whose paintings hang in the Metropolitan Museum, the Art Institute of Chicago, the Museum of Modern Art, and other great collections.

And It's Maxwell House wherever you go

Cold, quicksilver-bright streams pouring from the skyscraping heights of the Rockies! Here's a sportsman's paradise—a painter's delight—a dramatic part of the American Scene.

Like these highland retreats, Maxwell House Coffee, too, is part of the American scene. In this nation of coffee lovers, Maxwell House Coffee has won millions of friends. Today it is enjoyed by more people

than any other brand in America for its flavor richness, its friendly stimulation.

Many choice Latin-American coffees are blended to give Maxwell House *mellowness...vigor...richness...full body*. Then "Radiant Roasting" develops the *full* flavor goodness. That's why, North, South, East or West, it's Maxwell House wherever you go!

Tune in . . . Maxwell House Coffee Tune . . . George Burns & Gracie Allen, ABC, Thurs. night.

Good to the Last Drop!

No wonder it's bought and enjoyed by more people than any other brand of coffee in America!



MAXWELL HOUSE, TOO,
IS PART OF THE
AMERICAN SCENE

A Product of General Foods



IN L. BROGAN'S FIFTH AVENUE SALON PENNY CLARK, DAUGHTER OF SINGER BUDDY CLARK, TRIES ON A \$59.75 DRESS WITH HELP OF SALESGIRLS, FITTER, MOTHER

BROGAN CLOTHES

Custom-made only for children,
they are fabulously expensive

Most fashionable U.S. maker of children's clothes is a 53-year-old, energetic spinster who is always known as Miss L. Brogan. She runs shops in New York and Palm Beach, charges \$38 for a play dress, \$18.50 for a pair of little girl's panties, \$22.70 for an infant's sweater. She specializes in clothes for big events like christenings, birthdays and portrait sittings, charges \$600 for a standard christening trousseau.

Miss Brogan, whose first name is Lillian, began

as a dressmaker in New Orleans some 30 years ago. Among her customers now are Phippses, Vanderbilts, Roosevelts, Broadway and Hollywood celebrities and the royal family of Afghanistan, which this summer ordered a \$16,000 christening trousseau. Brogan fitters travel to young customers' homes but occasionally a child is exposed to the excitement of a fitting in the shop (see above). In either case the child is certain to outgrow the carefully fitted clothes in from three to six months.



SHARON VAN DOLEN, WHO IS 3 YEARS OLD, WEARS A \$46 RED CORDUROY BATHROBE WITH SATIN-LINED HOOD



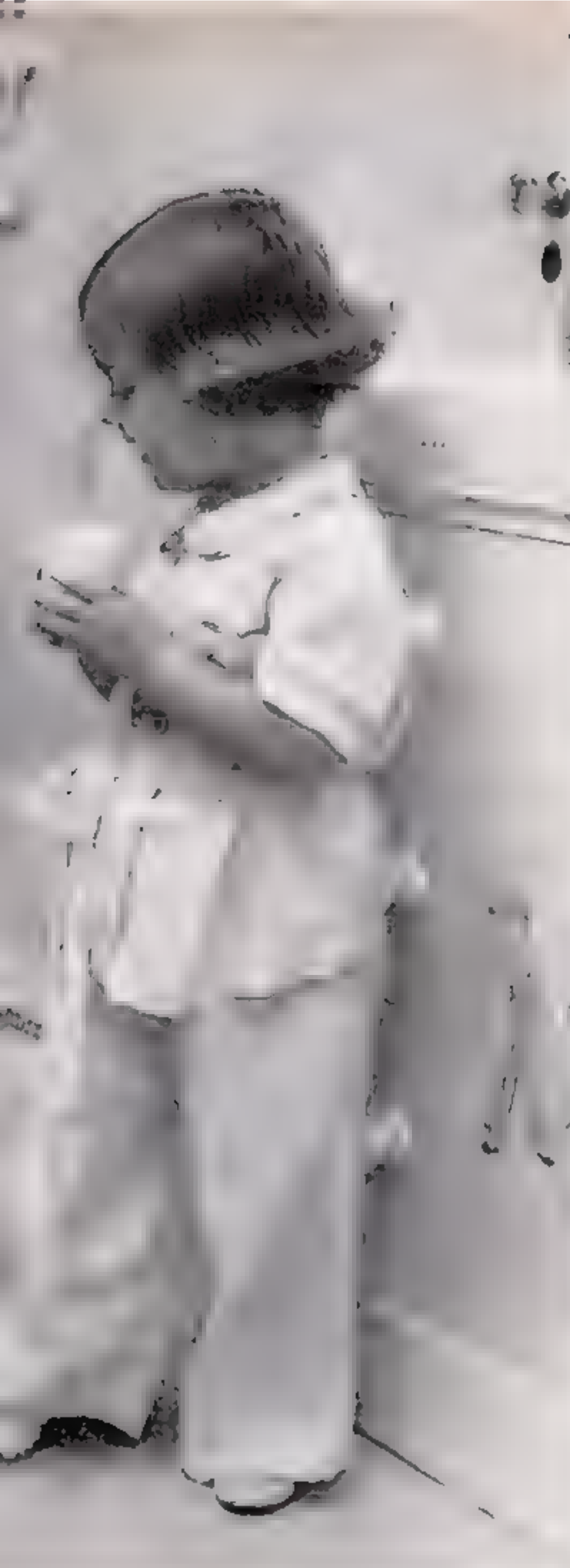
SILK PAJAMAS, ALSO WORN BY SHARON, COST \$42.50.

SHANTUNG DRESS, \$32.50, is worn by Judy Deutsch of Greenwich, Conn. for sand-pie making. Children like to pull off cherries for which replacements are sent.



COTTON DRESS, \$49.75, is worn by Shermane Billingsley, 2-year-old daughter of Stork Club's owner, Sherman Billingsley. She has wardrobe full of L. Brogan clothes.





HER RICH GRANDFATHER BUYS HER BROGAN CLOTHES



NANCY SOMMERS WEARS \$79.50 PORTRAIT DRESS. ACTRESS MARY MARTIN'S DAUGHTER HAS SAME MODEL IN BLACK

UNDERPANTS, made for Sherman of batiste with ruffles and bows, cost \$18.50. Miss Brogan also makes matching saps, which cost \$19.75. Sherman has several sets.



OUTFITS FOR TWINS, Michael and William Fawcett, 4, whose father heads Fawcett publications, cost \$56.15 for the bigger Michael, \$48.65 for the smaller William



There's a Future for Your Figure in Foundettes



Every inch of this Foundette pantie girdle is modern. It's designed with special fagoted seaming that flexes with your body when you sit...makes unwelcome fabric-wrinkles disappear like magic. It's long...the way you like it. It's leno and one-way stretch satin knit with fine elastic yarn...with power to give even a fuller young figure the curves you covet.

At better department stores everywhere.

MUNSINGWEAR *Foundettes*

Reg. U. S. Pat. Off.

Brogan Clothes CONTINUED



PARTY PINAFORE of organdy and lace, embroidered with a heart and sentimental legend, is a favorite with fathers. It costs \$42.50. Cap costs \$22.50.



HAND-KNIT SWEATERS cost \$16, are lettered with probable alma mater and class at 75¢ per letter. The usual buyers: Harvard and Yale fathers.



COAT AND HOOD, custom-made, cost \$117.50 without fur, \$85 extra with mink. Robin Bullard (above) is grandchild of General Robert Lee Bullard.

CONTINUED ON PAGE 58

Now-Get the many benefits
of this G-E Heat Lamp—
at the lowest price ever!



RELAX ACHING MUSCLES under the soothing rays of this General Electric infra-red heat lamp and you'll say—"It feels so-o-o good!" Radiant heat penetrates deep to ease pain quickly from inside out. Helps relieve muscular aches and pains and body tension, where heat is prescribed by your doctor.

Finest quality. Built-in reflector. Fits any standard socket. Get this G-E infra-red heat lamp *now* at its new low price. (Read notice in carton before using.) See your General Electric lamp dealer today!



DOZENS OF OTHER USES, TOO



SPEEDY DRYING for nail polish, hair, paint, glue, small laundered articles. Gives instant spot heat where you want it.



QUICK WARMTH! Get radiant heat at the flick of a switch. Ideal for chilly mornings. Thaws pipes, warms car motor.

DOZENS OF OTHER USES for this all-purpose G-E infra-red heat lamp...in the home...in the garage...in the workshop...in the office...on the farm. See your G-E lamp dealer today.

G-E LAMPS

GENERAL  ELECTRIC

* * * * *

NEW SAFETY-TYPE G-E HEAT LAMP. Made of special heat-resisting glass, for greater strength and added protection against breakage by splashing water. Ruby-red bowl reduces glare. Built-in reflector. Price **\$2.95**



WORLD FAMOUS FLAG SHIPS

Protected by the
Makers of World's Favorite
Motor Oil!



AMERICA



PRIDE of the American Merchant Marine, the luxury liner U.S.S. AMERICA ably proved her fighting spirit as troop transport U.S.S. WEST POINT. She traveled 500,000 miles to virtually all ports in the world...assisted in the evacuation of Singapore...transported nearly a half-million troops and war passengers.

QUEEN



NOW on her maiden peacetime Atlantic crossing, the world's largest liner—QUEEN ELIZABETH—is already a veteran of the seven seas. For in six years of wartime service, she traveled 492,635 miles...carried 811,234 service men!

Today, her mist-gray war paint is changed to sparkling black,

... **It Pays to**



FIRST POSTWAR VOYAGE Eastward Bound

Now this U. S. Lines' flagship is once again in peacetime service, completely refitted from stem to stern with civilian accommodations. And from stem to stern all her machinery—from mighty turbines to tiny gyro-compass bearings—continues to get the proved protection of lubricants supplied by the makers

of Mobilgas and Mobiloil.

The modern engine in your car is as precision built as a liner's, demands just as exacting lubrication. You're sure of it when your engine is *Mobiloil Clean!* Stop today at the Sign of the Flying Red Horse for New Mobiloil!

ELIZABETH



FIRST POSTWAR VOYAGE Westward Bound

white and red—her interior completely remodeled with luxurious accommodations for 2,314 passengers. But the same high-quality lubrication that helped bring her through many a dangerous war mission still protects her giant 200,000 h.p. turbines—lubricants by the makers of Mobilgas and Mobiloil!

Again—this is significant to you. Benefit by the experience of Cunard White Star and engineers of *every* North Atlantic record holder.

Give your car's engine the finest possible protection against wear. Use New Mobiloil!

SOCONY-VACUUM OIL CO., INC., and Affiliates: Magnolia Petroleum Co., General Petroleum Corp. • Tune in THE MOBILGAS PROGRAM—Monday Evenings, 9:30 E.S.T.—NBC

Keep Engines "Mobiloil Clean"!

Sunbeam

COFFEEMASTER

its Automatic!



Shuts off by itself when
coffee is done...then resets
itself to keep coffee hot

Automatically

Delicious Coffee - every time



**A ALL YOU DO IS PUT IN
THE WATER AND COFFEE.**



B SET IT! FORGET IT! Read
the paper, dress the children.
In a few minutes, click! . It
shuts itself off when coffee is
done. Re-sets itself to keep
coffee hot.
**C Remove Brew-top and you
have the loveliest of servings.**

COFFEEMASTER coffee is ALWAYS perfect—because everything is automatic. Simply set it and forget it. It is your assurance of the same delicious, clear, full-bodied coffee every time you make it because the water is always at the correct high heat, and the brewing time is always uniform—secrets of delicious coffee-making.

COFFEEMASTER makes coffee more than 50% FASTER than electric glass coffeemakers. No worry about bowl breakage either—it is all gem-like chrome plate, inside and out.

COFFEEMASTER shuts off by itself when the coffee is done . . . then re-sets itself to keep the coffee piping hot. You can't miss—it's automatic. No watching. No guesswork. Simple as ABC.

On sale wherever good electric appliances are sold.

Made and guaranteed by **SUNBEAM CORPORATION**
(formerly Chicago Flexible Shaft Company)
5600 W. Roosevelt Road, Dept. 53, Chicago 50, Illinois
Canada Factory 321 Weston Rd. So., Toronto 9
Over Half a Century Making Quality Products

Brogan Clothes CONTINUED



\$62.50 PARTY DRESS is made of blue silk muslin with bands of lace and pink sash. L. Brogan clothes are frequently ordered by mail. To insure proper fit child's exact measurements or a discarded dress are included with the order

The fixin's for tasty lamb chops

Grandma Snider always was one to get the best out of a lamb chop. "Cook it well, serve it hot and make it sing with catsup," is what she says. And when it comes to the real country kind of catsup—Grandma can't be fooled. "Never thin and watery. Never thick and blobby. Real catsup is as spicy as a fall day and smooth as butter cream."

begin with those Super Tomatoes

Grandma's idea of catsup is not just a dream either. She's famous for fragrant country-kitchen catsup. When she couldn't improve her secret recipe any more, she pestered Farmer Snider for bigger, sweeter tomatoes. That's how those wonderful Super Tomatoes were born.

in Grandma Snider's country-style catsup

It was a magic combination—Grandma's country recipe and those wonderful plump Super Tomatoes. "Beats ordinary store-bought catsups all hollow," folks now claim. Today, Grandma Snider's Catsup's become so famous it's outgrown Grandma's biggest kettle and there never seems to be enough for everybody. But wherever good food is sold, you're apt to find it. Ask for Snider's Catsup—the country kind that makes other foods sing!

Snider's

VITA-FRESH
Catsup

NET WEIGHT
14 OUNCES

The Snider Folks

Snider's
CONDIMENTS
VEGETABLES
FRUITS

Besides Snider's Catsup...there's a whole line of delicious Snider's vegetables and fruits in can and jar...and there's Snider's Chili Sauce, the real Old Fashioned kind...Snider's Cocktail Sauce, so spicy and tangy...with that *Special Snider Flavor*. If the Snider Folks put it up... it tastes like home

All Latin

when you fly

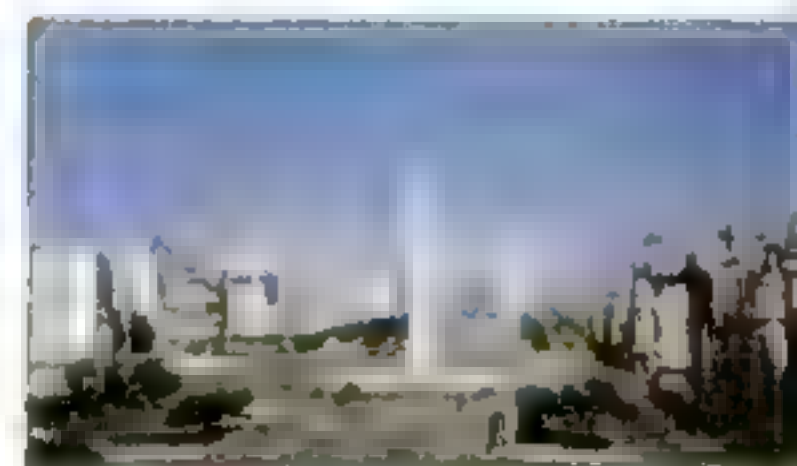


GROUP 1: From Miami . . . "The West Coast of South America!" At last Bob, Jimmy and I are actually seeing it! We took the Clipper at Miami . . . and in a matter of only a few hours arrived at Balboa. There we visited the ruins of famous Old Panama City (above) . . . Then we flew to beautiful Lima, Peru, and to LaPaz, Bolivia, by Panagra, Pan American's West Coast affiliate. And here we are (left) on a fascinating side trip in colorful Bolivia, with its busy, sunlit market places. A wonderful trip!



"Romantic Rio . . . We looked out on views like this wonderful one (above) from the foot of the famous Statue of Christ. To the left, part of the city—right, Sugar Loaf Mountain.

GROUP 2: From New York . . . "A honeymoon in Rio and Buenos Aires had always been Betty's dream. By Clipper from New York it's just about thirty hours to Rio! Betty and I went swimming every day, rode horseback in Rio's hills. Betty discovered some fine topaz earrings and enough *real* silk for a new dress. But what impressed us most was the gaiety of the people—*cartocas*, as they call themselves in Rio.

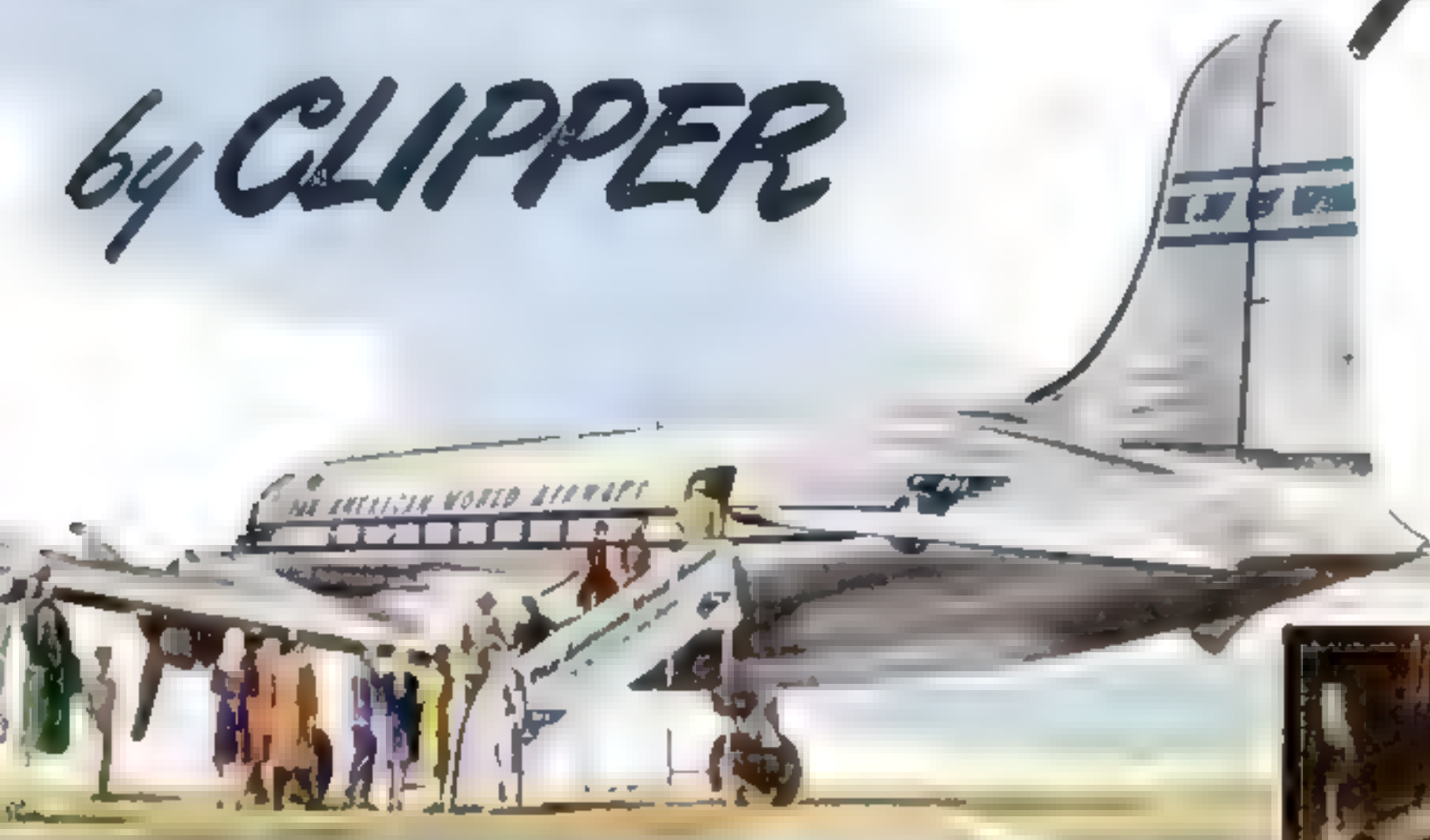


"Beautiful Buenos Aires . . . with shops displaying fashions as smart as any in Paris.



"Lake Guillermo (above) and luxurious Liao-Liao Hotel (left) in the spectacular Argentine National Park where fishing, golf and tennis are at their best. Only by Clipper could we have had time for such a thrilling side trip."

America can be yours by CLIPPER



Let's follow **four happy groups** of people—each headed for a different destination—as they board Southbound Clippers at Miami, New York, New Orleans, Los Angeles.



GROUP 3: From New Orleans . . . "By Clipper it's a short hop from the Gulf to Venezuela—and mighty lucky for me that it is! Our oil interests required that my partner and I get to the Lake Maracaibo fields (above) in a hurry. I've traveled by Clipper before—and wherever I have gone, every flying hour has been a pleasant experience. I can readily see why Pan American's service has been world-famous for more than 18 years . . . and how it has saved businessmen thousands of dollars in travel time."

For rates and reservations,
see your Travel Agent
or the nearest
Pan American office.



GROUP 2: From Los Angeles . . . "Imagine seeing BOTH Mexico and Guatemala in two weeks—by Clipper it's easy! Jack and I flew to Merida, explored the Mayan ruins at Chichen Itza . . . Then by Clipper to Guatemala City. We stayed at the perfectly fascinating Mayan Inn (above) situated in the highlands at Chichicastenango. Then we flew to Mexico City, drove to enchanting Cuernavaca, flew to Acapulco for a swim in the Pacific. In two weeks we were back home again. Pan American fans for life!"





RITZ

NATIONAL BISCUIT COMPANY

One of the many fine foods
baked by Nabisco
National Biscuit Company

...in perfect taste!

You'll *never* ever dessert when it's Ritz with cheese and fruit
— for there never was a more delicious way to end a meal!
Never a cracker so delectable as Ritz — to give such rich taste
just as to a spicy apple — a mellow Roquefort. Crisp, crackly
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depend on Ritz! In perfect taste on every occasion, for
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WOMEN VOLUNTEERS WORK ON DRESDEN'S RUINS. BUT TASK OF REBUILDING GERMANY NEEDS LARGE-SCALE PLANNING, OUTSIDE HELP

THE FIGHT FOR GERMANY

A distinguished theologian declares America must prevent the conquest of Germany and Western Europe by the unscrupulous Soviet tyranny

by REINHOLD NIEBUHR

AS one who belongs, broadly speaking, to Henry Wallace's school of thought in domestic politics, I should like to challenge Wallace's foreign politics, as expressed in his recent attack of Secretary Byrnes's policy toward Russia. I would have thought it wrong in any event, but I had the advantage of recognizing its errors with particular vividness because I was in Berlin when it was made. I saw the uses which Soviet propaganda made of it and the disappointment and dismay it spread among democratic forces in Europe and in Germany. They had just been tremendously heartened by Secretary Byrnes's address in Stuttgart, which I had the pleasure of hearing. Europe's democratic forces are behind Byrnes and not Wallace. The confusion in American liberalism, of which the Wallace speech is the symbol, must be regarded as catastrophic in the light of the European realities.

The Byrnes address at Stuttgart won the support of everyone except the Communists. He gave democratic Germans the welcome assur-

ance that America would take a continuing responsibility in the affairs of Europe. The policy he propounded is regarded by Europeans as the only real guarantee of security against Soviet expansion and the only final security against war. For it is in resistance to Soviet expansion that all noncommunist Europeans, whether of left or right, see the only real hope of peace. It is significant that the Socialist party in Germany distributed Byrnes's speech in pamphlet form.

There is an effective criticism of our policy

- ▶ Why Wallace is wrong about Russia
- ▶ Why Europe's democrats back Byrnes
- ▶ Where Byrnes's policy falls short
- ▶ Who frustrates the Red conquest
- ▶ How we must revive German economy
- ▶ What happens to liberals who won't see "the tragic aspects of human existence"

in Germany and on the continent which liberals could well make and which I shall make presently. But the Wallace line of criticism is dangerous because it is based upon illusions similar to those held by the conservatives of another decade in regard to Nazism. It involves us in the same fateful procedure: that of hastening war by a too desperate effort to avoid it. Russian truculence cannot be mitigated by further concessions. Russia hopes to conquer the whole of Europe strategically and ideologically. She knows herself to be technically inferior to the Western World and hopes to overcome this inferiority partly by geographic compensations and partly by exploiting the technical skill of the European continent. One need only follow the Russian press campaign in Germany, as I have done in recent weeks, to know that Russian policy is much too hard-boiled and determined and has too many prospects of success to be diverted by softness on our part. One of its prospects of success arises precisely from those illusions

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THE FIGHT FOR GERMANY CONTINUED



Dr. Reinhold Niebuhr is America's most influential Protestant theologian. Born in Missouri, he teaches at Union Theological Seminary in New York and is one of five Americans to have delivered the famous Gifford lectures at Edinburgh University. He is the author of *The Nature and Destiny of Man*, a profound statement of a pessimistic but politically vigorous

Christianity, sometimes known as "Neo-orthodoxy." In line with his beliefs, Niebuhr is active in many progressive social causes, being chairman of the Union for Democratic Action and vice chairman of the Liberal Party. He has just returned from an educational mission in occupied Germany.

in our democratic world which the Wallace attitude represents. These illusions spring partly from a traditional lack of tough-mindedness in foreign politics to which the liberal world is prone and they are partly the synthetic product of Communist influence in the liberal movements.

Wallace believes that Russian fears are prompted primarily by our own strategic preparations for a possible conflict. It would be idle to deny that the Russian-Western tension, like all such tensions, generates a vicious circle of mutual mistrust in which the defensive strategy of each side seems to be purely offensive from the standpoint of the other and thus prompts counterdefensive measures. It may even be true that at the end of the war we made some mistakes which set Russia upon her present course. I am increasingly forced to doubt this latter thesis, however, because evidence accumulates that Russia was excessively suspicious during the war, even while we were rendering her maximum aid, and that some of the rather too generous concessions which Roosevelt made were prompted by the hope of allaying those fears. The hope proved illusory. We withdrew our armies, for instance, to allow the Russians to occupy a wide zone, completely surrounding Berlin. The Russians have since pulled up all double railroad tracks between Berlin and our zone to make our occupation of Berlin as difficult as possible through the inconveniences of a single-track road. Confronted with this kind of politics there is no possible strategy which can absolutely guarantee peace. But there is certainly no hope in a policy which assumes that Russian truculence is merely the consequence of fears aroused by our defensive measures.

The crucial fact about Russian policy is that her fears spring only partly from her sense of technical inferiority. They spring partly from the insecurity of the tyrannical oligarchy which rules Russia and which must, like all such tyrannies, sharpen the conflict of its nation with the world in order to make its oppression seem sufferable to its victims. That all is not well with the Russian dictatorship may be seen from the recent purges in the Ukraine in which 60% of Communist officials were removed from office.

Many of us, even though we had few illusions about Russia, made the mistake of underestimating the dynamism of the Russian system. We believed that, having a wider geographic base than Nazism, the Russian system could afford a more static policy and ultimately find security in the wide belt of eastern Europe assigned to it. A trip through Europe, which brought me to the very boundary which separates Russia from the west at both Berlin and the Czech border, has convinced me that the Russians are not, and will not be, satisfied with any system of eastern European defenses but are seeking to extend their power over the whole of Europe.

Russian strategy at work

THE Russian strategy can be seen at work on many fronts. In Austria the Russians claim 50% of all Austrian industry. In Paris they fight for an arrangement which will allow Yugoslavia to dominate Trieste. In Berlin they carry on a continued press campaign against the Western World but ban our newspapers from their sector if they contain the slightest criticism of Soviet policy. They control the University of Berlin because it is in their sector and impose rigid political tests upon the student body, but they also control the schools of all sectors through the domination of the Berlin Magistrate, established before our entrance. Thus far it has been impossible to eliminate their Communist textbooks from

the western sectors. They always appeal to the Potsdam accord when it serves their ends and violate it when it suits their purposes. Their officers travel in our zone, marking factory equipment for dismantlement and shipment to Russia. But what they do in their zone is shrouded in mystery and there is some evidence that they are setting this equipment up, not in Russia but in Russian Germany. With millions of troops spread through the whole of eastern Europe, they are now engaged in a press campaign against Western armies of occupation. On every level of policy, in short, the Russian pressure is insistent and consistent.

In seeking to gain one concession after another from us, Russia hopes to profit by the well-known reluctance of democracies to risk war and the equally well-known ability of dictatorships to do so or at least to appear to be running the risk. Such a policy usually has a short-range advantage for the dictatorships. But it ultimately leads to war. The concessions, which the democracies make, pile up fears and resentments among even a reluctant population until the moment is reached when even democracies are forced to make a stand. Meanwhile the same concessions increase the boldness and the strength of the dictatorship until a point is reached when it thinks it can wage a successful war. The Russians are the more liable to overestimate their strength at some point because they underestimate the residual health of the democratic-capitalist world in much the same fashion as Hitler did, being fooled as he was by their own propaganda and the inability of a dictator's minions to tell him the truth. The point of explosion in Europe would be reached when Russian power came within proximate domination of the continent. At that point the instincts of survival in the West would prompt decisive action and a joining of the issue. The way to avoid war is not to allow this expansion. This is why the American public should, and generally does, support Secretary Byrnes's increasing firmness and why the whole of noncommunist Europe is heartened by it.

Problem of Germany is crucial

THERE is nevertheless a serious shortcoming in our European policy toward which liberal opinion can and should be directed. Mere strategic firmness is not enough. It does not suffice to counter Russian policy, which uses political, ideological and economic weapons in skillful coordination. In addition to political firmness we need an economic strategy. This need is most obvious in the case of Germany, a nation which our policy thus far, partly because of a mistaken reverence for the letter of the Potsdam agreement, has permitted to become an economic shambles and morass of wholly unnecessary human misery.

Russia recognized the crucial character of the German question long before we did. Though it was she who had insisted most upon the quadripartite occupation of Germany and who had also refused to cooperate in achieving the economic unity of the German country which was to make this partition economically feasible, Molotov has since promised the ultimate political unity of the nation, a gesture used by Communist propaganda to hide the real situation. No one close to the situation seriously believes that Russia intends to let go of her part of Germany. Why should she? She has an excellent plan for conquering the whole of Germany ideologically from the vantage point of the part she dominates by occupation. She has a better chance of doing that in a divided Germany than in a united one. As a divided Germany sinks into economic misery, Russia hopes to conquer her ideologically by attributing this misery to capitalistic exploitation.

But the Russian ideological conquest has not quite gone according to plan. It has been frustrated, not by the might or wisdom of the Western powers but by the German people. The best proof of this is their rejection of the Socialist Unity party (S.E.D.) which was to be the instrument of Russia's ideological domination, not only of Germany but of the continent. The party was created by the forced merger of the Communist and Socialist parties in the Russian zone. In every Western zone the Socialists refused to be merged and in Berlin the Socialist resistance to the merger reached heroic proportions. For there the Socialists who opposed were in peril of life and liberty, even if they lived in a non-Russian sector. They were, moreover, never quite sure whether our occupation of Berlin would remain tenable and whether they might not therefore be subject to Russian reprisals.

The fact is that Russian terror has made Communism odious in Germany and in Europe. American liberals may speak of any catalog of this terror as "red baiting," but the people of Germany know better out of bitter experience. I had person after person out of the Russian zone visit me in Berlin and tell me their story. It is



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TAVERN HOME PRODUCTS



POLITICAL ACTIVITY in Soviet zone enlisted German girls to spell out "Vote S.E.D.," coalition party formed, under Russian pressure, of Communists and Socialists. Despite Soviet tactics, 40% of the votes went against S.E.D.

THE FIGHT FOR GERMANY CONTINUED

the old sad story of espionage, the use of spies in organizations of every kind, of justice by fiat, of promises and threats and every form of pressure to win conformity to the Socialist Unity party.

While the Socialists of Germany have been the spear point of the opposition to Communism (thus refuting those American conservatives who profess to find no difference between the two forms of Marxism), another significant political development has taken place. Catholics and Protestants have united in a political party, numerically stronger than the Socialists and usually called the Christian Democratic Union. This party is neither an instrument of reaction as our liberals assume, nor the organ of Christian socialism, as believed by some casual observers. It is in fact a catch-all party, analogous to the French M.R.P. with the difference that it is the first large-scale political cooperative effort between Protestants and Catholics in Europe. It has a left, consisting of Christian socialists, who disavow Marxist utopianism but believe in socializing monopolies, and a right consisting of various forms of economic and clerical conservatism. It is held together by the common desire to preserve the "Christian West." It may ultimately split on economic issues, once there is a real economy in Germany. But its convictions about Communism are common, as indeed they are shared with the Socialists. In the western zones these two parties claim 75% to 80% of the votes and the Communists about 10%. That is the measure of the German rejection of Communism, a much more complete rejection than in France for instance. Even in the Russian zone every chicane which a dictatorship practices could not gain more than 60% of the votes for the Russian controlled party. "The rigor of our fight against Communism," said a heroic anti-Nazi to me, "must be our penance for having allowed the Nazi tyranny to arise. But I hope we get some support from the West. Or do the democracies believe that a proper punishment for permitting one tyranny to arise is to subject us to another?"

Better economic thinking needed

IF we do not understand both the spiritual and politico-economic dimensions of these political movements we will lose the battle in Germany. The fact is that had Russian terror not so completely discredited Communism, our stupidities would long since have discredited democracy. For example, in Bavaria the socialists and Christian Democrats united in asking for the provision of a planning commission in their new constitution. Our military government ruled it out on the ground that it was incompatible with democracy. Amidst the awful shambles of the German cities such notions of "free enterprise" are as irrelevant as Communism is noxious. It was a very conservative Bavarian who wailed, "How do Americans expect us to rebuild these cities without planning?"

With small help from us the Germans have encompassed the provisional defeat of Russia's ideological ambitions. But these gains cannot be held without a clear-cut and creative economic policy on our part. The whole of Germany exists in a fantastic scarcity economy. It lacks the industrial exports to pay for the food which must be imported to feed its industrial populations. It lives in a "cigaret" economy in which a carton of cigarettes may achieve the value of \$500, the ultimate consumer of the cigarettes being either a black-marketeer or the farmer who can buy no consumer goods for his produce and thus indulges in an expensive

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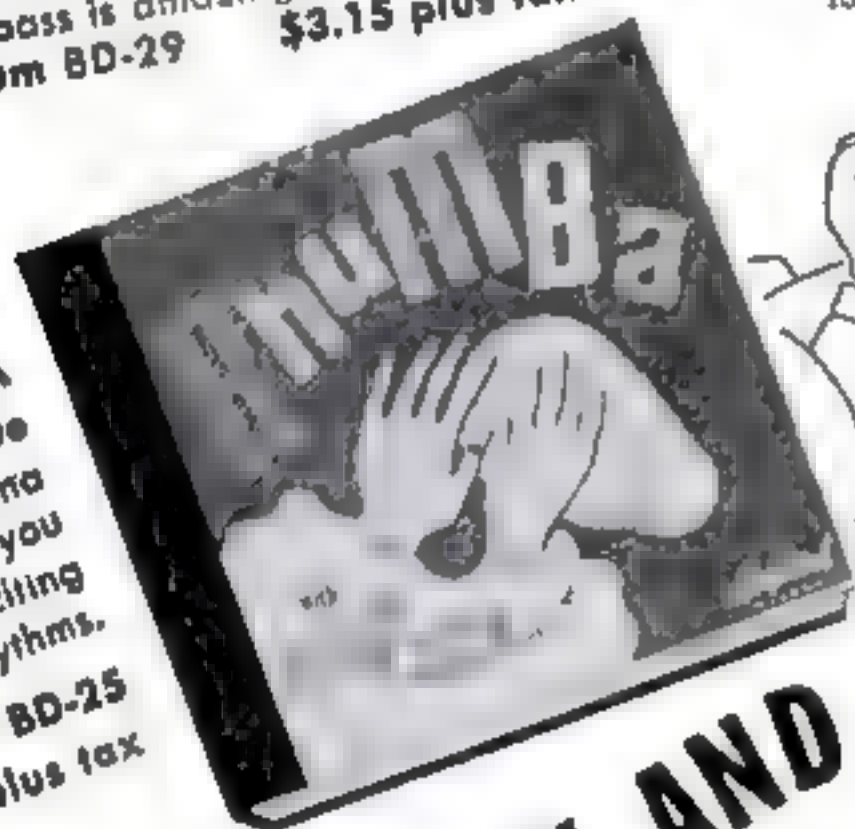


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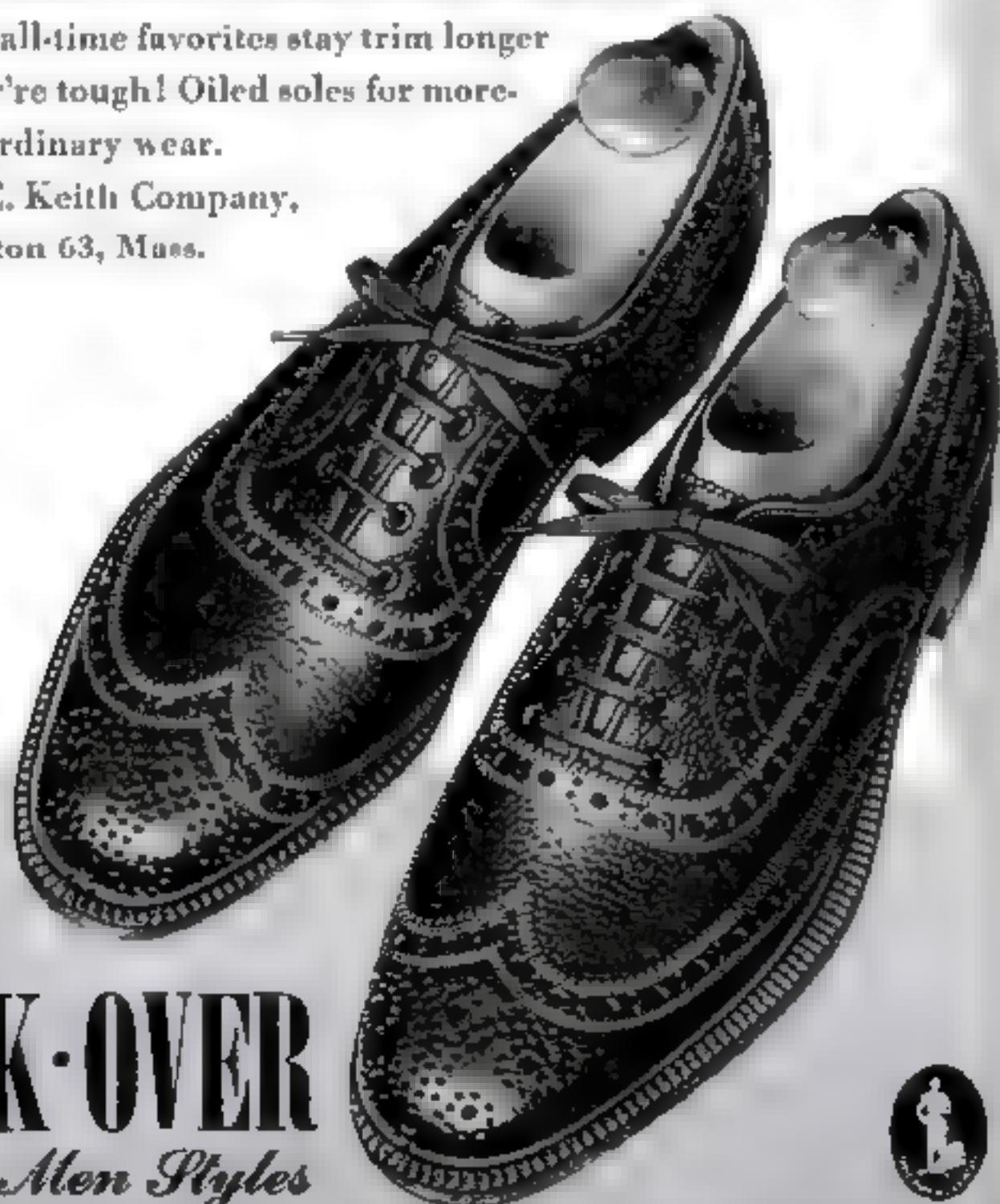


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THE FIGHT FOR GERMANY CONTINUED

habit. The economic union with the British zone will bring only small relief because the British zone has a larger food deficit than ours and the whole German economy languishes for lack of coal mined in the British zone. The miners in the Ruhr are too hungry and fatigued to achieve more than fractional working efficiency.

Secretary Byrnes held out the hope in his Stuttgart address that the ultimate economic unity of Germany, as provided in the Potsdam agreement, would bring relief from this misery. But it is precisely at this point that our strategy breaks down. Germany is not going to be reunited economically, despite Potsdam. Russia will not permit it so long as she has hopes of conquering Germany ideologically through the economic misery created or accentuated by this disunity.

Secretary Byrnes hinted that if the economic unity envisaged at Potsdam were not achieved, we would have to re-examine our whole position, including our policy on reparations. It is now high time to elaborate these hints into a clear policy of economic reconstruction. It is on this point that democratic opinion in America must take hold. It might be added in passing that Germany will be for a long while under tutelage and that therefore the fears that a revived economy would mean the development of war potential are absurd. Such fears represent another form of "liberalism" which has sown confusion into our foreign policy.

The first step in a creative economic policy must be simply to reopen the ordinary channels of trade between Germany and the West. The Trading with the Enemy Act may or may not have to be repealed, but the present almost fantastic restrictions upon trade must be eliminated. This step would incidentally be a boon to other Western European nations. Dutch recovery is arrested, for instance, because Rotterdam's trade depends upon the economic health of the Rhine hinterland. A policy of trade revival could be initiated without organizing Mr. Churchill's proposed European federation, an unnecessarily provocative step at the present stage.

Reconstruction and credit

WE may have to do some pump priming. Some assistance must be given in the reconstruction of German industry, and we will have to make larger food shipments on credit for a time or hunger will vitiate the manpower required for the industrial recovery. In the long run this would cost us less than the food we are bound to import into Germany on a charitable basis once our conscience is aroused by the diseases of malnutrition which are bound to spread in the present situation. Some of our welfare officers, for instance, estimate that it would cost \$20,000,000 alone to provide a supplementary school meal for the children of our zone alone for a period of eight months. They do not expect to secure such a sum, but they are sure that without it the health of the children of Germany may be permanently impaired. A little more justice now would obviate the necessity of charity later.

Not only the Communists but all the fellow travelers and many misguided liberals will protest against such a program. They will regard it as provocative and as leading to war. But if the real threat of war with Russia is understood it will become apparent to all but the willfully blind that there is no hope of peace in a policy which plays into the hands of Russia's ideological strategy. The program may also be a target for some American conservatives who do not understand that the American identification of democracy with free enterprise is a luxury which Europe cannot afford. There is no possibility of saving freedom in Europe except by the support of political forces which stand to the left of American liberal thought.

Many honest liberals will oppose this policy because they will be afraid that it will dissipate the political capital which we have invested in the United Nations. They must ask themselves whether they are not really more afraid of dissipating their own emotional capital, which they have invested there. Significant decisions of policy are obviously not being made through the United Nations. Nothing must be done, of course, to destroy this organ. It must continue to function, so far as it may, as a minimal bridge over a wide chasm. It will have its uses, but it obviously does not have the power to prevent war, since all of its functions presuppose a unanimity among the great powers, the lack of which is the very crux of the present situation. Liberals who propose to rectify the defects of the United Nations by inventing purer constitutional instruments, including the idea of a world government, might as well dream up the purest utopia. Such schemes will have no relevance to the present situation. However, a policy of strategic firmness and affirmative economic reconstruction for Western Europe might well be supplemented by a policy toward the present Russian

CONTINUED ON PAGE 11

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sphere which recognizes where the limits of our power are, and makes no demands in words that cannot be carried out short of war.

All this may appear to be a rather hard-boiled analysis from one who is a Christian theologian and a liberal in political conviction. It may seem incompatible with either creed or calling. But it has been the unfortunate weakness of both liberalism and liberal Christianity that they have easily degenerated into sentimentality by refusing to contemplate the tragic aspects of human existence honestly. It is a very tragic thing to wade through blood and spend the treasures of a generation in order to overcome one tyranny and then be faced with another. It is tragic that there is no possibility of guaranteeing the peace of the world in the next decades. But this being so, it is better to face the facts and to avoid the mistakes made in confronting the last tyranny. In this policy there is some hope of peace.

From an ideal standpoint one might wish that the cause we must once more defend were not so filled with contradictions to its own professed faiths or faith. We are not really good enough for this struggle, and I can well imagine that such scruples may be at the basis of the motives of men like Wallace. No culture or civilization is as good as it pretends. But such scruples cannot create an adequate foreign policy when confronting a foe who exploits every gesture of pure trust by new demands.

We do face once more the distinction between relative justice and tyranny. Our tyrannical opponent is as unscrupulous as tyrannies always are. I am sure that there were once more creative elements in Communism than in Nazism. It did not, as Nazism, engage in the cynical and idolatrous worship of force and a master race as ends in themselves. It was, on the contrary, utopian, hoping to get rid of force by one final show of revolutionary force and holding to universalist, rather than nationalist, interpretations of life. But the actual tyranny which has emerged and the fanatic fury which has been generated by these illusions are, unfortunately, not distinguishable from the practices derived from the purer paganism and cynicism. Furthermore the absence of a race theory gives this new tyranny an advantage over the old one in bringing nations under its subjection.

Since this new tyranny is not only unscrupulous but possesses the guile to exploit our moral and political weaknesses, it must be the business of a genuine liberalism not to relax our outer defenses but to make our political and economic life more worthy of our faith and therefore more impregnable. War with Russia is neither imminent nor inevitable if we have a creative policy. Let us therefore avoid hysteria even while we abjure sentimental illusions.



WHAT BAVARIA COULD EXPORT, given some industrial reconstruction and a loosening of the present stifling trade restrictions, is indicated by this display of art and handicraft objects in Munich's recent Bavarian Economic Export Exhibition. The articles include leather goods, boats and toys.



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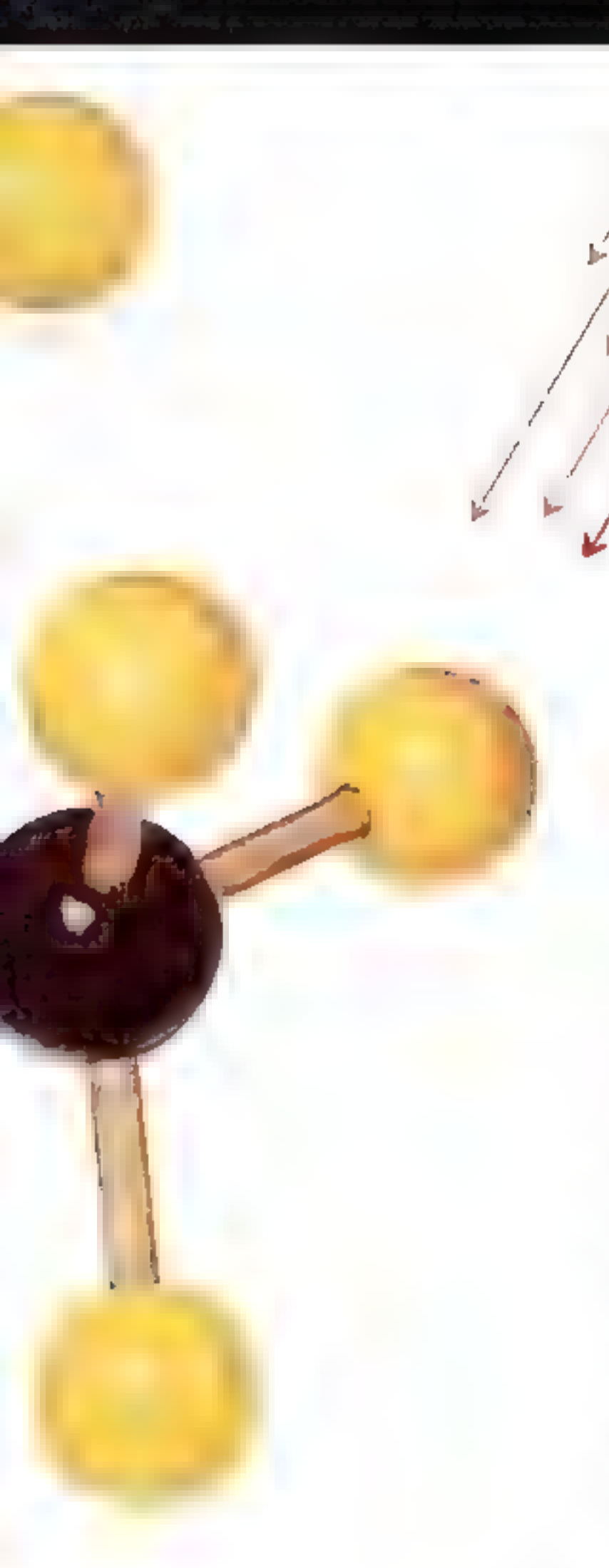
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Yet, such painstaking thoroughness is not reserved for Swift's Brookfield Sausage alone. Every product bearing a Swift brand name—"Swift's Brookfield" or "Swift's Premium"—benefits from similar exacting standards. Nothing is ever left to chance or taken for granted.

Martha Logan adds the finishing touch!

At the Swift test kitchens, Martha Logan and her staff of home economists test and retest all Swift products; cook, serve and taste them under home conditions and recommend approved cooking procedures. While at the Swift food research laboratories, scores of Swift technicians check and recheck present methods—seek new ways to do things better.

So—in times of scarcity or plenty—look for the name Swift on the food products you buy. Swift & Company pledges that any product branded "Swift's Brookfield" or "Swift's Premium" will always be, without exception or compromise, the finest of its kind!



This Swift Quality Seal identifies a family of food products which you can buy with complete confidence that each is the finest of its kind. All of Swift's resources, its 60 years of experience, the technical skills of its great laboratories and test kitchens stand behind this pledge.



PREM

SWIFT'S PREMIUM HAM

Swift & Company food purveyor to the nation



Doctors Prove 2 out of 3 Women can have Lovelier Skin in 14 days!

What good is
improving my figure,
Peg—when I'll still
have the same old dull,
oily complexion?

But I'm so
discouraged, Peg!
Do you think
the Plan would make
my skin smoother
and fresher?

You'll never know until you
try, Pat! Remember, 36 doctors—
leading skin specialists—tested the
Palmolive Plan on 1285 women
and proved it can bring a
lovelier complexion to 2 out of 3
... in just 14 days!

The Palmolive Plan
works for 2 out of 3—
Yet it's quick and
easy as it can be!

Why don't you
do what I did,
Pat—try
the 14-Day
Palmolive Plan!

- A** Wash your face with
Palmolive Soap!
- B** Then, for 60 seconds, massage
with Palmolive's soft, lovely
lather. Rinse!
- C** Do this 3 times a day for 14
days. This cleansing massage
brings your skin Palmolive's
full beautifying effect.

YOU, TOO, may look for these
skin improvements in only 14 Days!

- ♥ Less Oily.....
- ♥ Smoother, Younger looking
- ♥ Less Coarse looking.....
- ♥ Fewer Tiny Blemishes —
- ♥ Less Incipient Blackheads.....
- ♥ Fresher.....
- ♥ Brighter, Clearer Color.....

If you want a complexion the envy of
every woman—the admiration of every man
—start the 14 Day Palmolive Plan tonight!

Remember, the Palmolive Plan
was tested on 1285 women of all ages—from
fifteen to fifty—with all types of skin: Dry!
Oily! Normal! Young! Older! And 2 out of 3
of these women got noticeable complexion
improvement in just 14 days! No matter
what beauty care they had used before.

Reason enough for every woman
who longs for a lovelier complexion to start
this new Beauty Plan with Palmolive Soap!

DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!



For tub and shower,
get the new, Big, Thrifty
Bath Size Palmolive—
enjoy Palmolive's soft,
lovely lather all over!

DON'T WASTE SOAP!
—It uses scarce materials.



BUDDING MOVIE STAR GLORIA GRAHAME WILL BE 21 IN NOVEMBER. SHE STANDS 5 FEET, 6 INCHES AND WEIGHS 115 POUNDS, WHICH SHE SAYS IS NOT ENOUGH

BUDDING STAR

Attractive Gloria Grahame has talent and Louis Mayer's backing

The 20-year-old girl in the picture above is practically certain to be a movie star. Her talent and native sexiness, especially when dancing (*see cover*), caught the eye of the most imposing of all movie magnates, Louis B. Mayer of M-G-M who now has made her career his personal concern.

In 1944 Mr. Mayer saw Gloria Hallward in a play called *A Highland Fling* and hired her. He ordered Gloria to change her name to Grahame (her mother's name) because Hallward was "too

theatrical" and then forgot about her. Gloria was being completely ignored at M-G-M when Director Frank Capra borrowed her for *It's a Wonderful Life*. When Mr. Mayer saw an outsider capitalizing on his discovery he was furious. Frightened M-G-M minions sought out Gloria and assigned her to two movies at once—a role in *Merton of the Movies* and Frank Sinatra's leading lady in *It Happened in Brooklyn*. Now she makes \$500 a week and Mr. Mayer beams happily whenever he thinks of her



EVERVESS ...Yes, Yes!

Yes... Evervess is Bonded for quality!

Bonded by a famous SURETY COMPANY to be as fine as any sparkling water at any price—or money back!

Yes... Evervess—a dime-size bottle for a nickell

12 full Ounces—enough for 2 or 3 mixed drinks. Only 5 cents! Get a half dozen bottles in the handy Evervess carrier!



The New Sparkling Water!

MADE BY
PEPSI-COLA CO.

EST. 1715

MARTELL

COGNAC Brandy

IMPORTED FROM COGNAC, FRANCE

AVAILABLE AGAIN, Martell Cognac once more delights the American connoisseur. For the perfect after-dinner liqueur, or for the always refreshing "Brandy and Soda", make sure you specify Martell, world famous since 1715.

PARK & TILFORD Import Corp., New York, N. Y. 84 Proof



GLORIA'S FIRST BIG ROLE is in James Stewart's new film, *It's a Wonderful Life*. Gloria plays a small-town floozie who finds a friend in Stewart.



GLORIA'S PATRON is Louis Mayer, boss of M-G-M, who hired her and personally guided her career. Gloria says she is "immensely grateful" to him.

CONTINUED ON PAGE 80

"Mind if I get personal, Mister?"



"Never mind the wind and water, pardner. What I want is information. *What oil do you use in your car?*"

"The whole town's asking that question, Lady! Me, for my car, it's Macmillan Ring-Free...the oil that 3 out of 5 of us independent dealers* use!"



Oil Experts!* Garage men, mechanics, service station owners—they know the best and use the best—Macmillan. Refined by an exclusive, patented process—Macmillan cleans (*actually removes hard carbon*) as it lubricates.



Quick as a flash! Macmillan penetrates into the pores of the metal—wiggles into tight spots—puts a tough friction-fighting film over every inch of vital moving parts—keeps cars younger, longer. Next time your oil gauge says "low," change to Macmillan *for keeps!* Use the oil the experts choose!



Throughout the nation

3 out of 5 of these dealers* say:

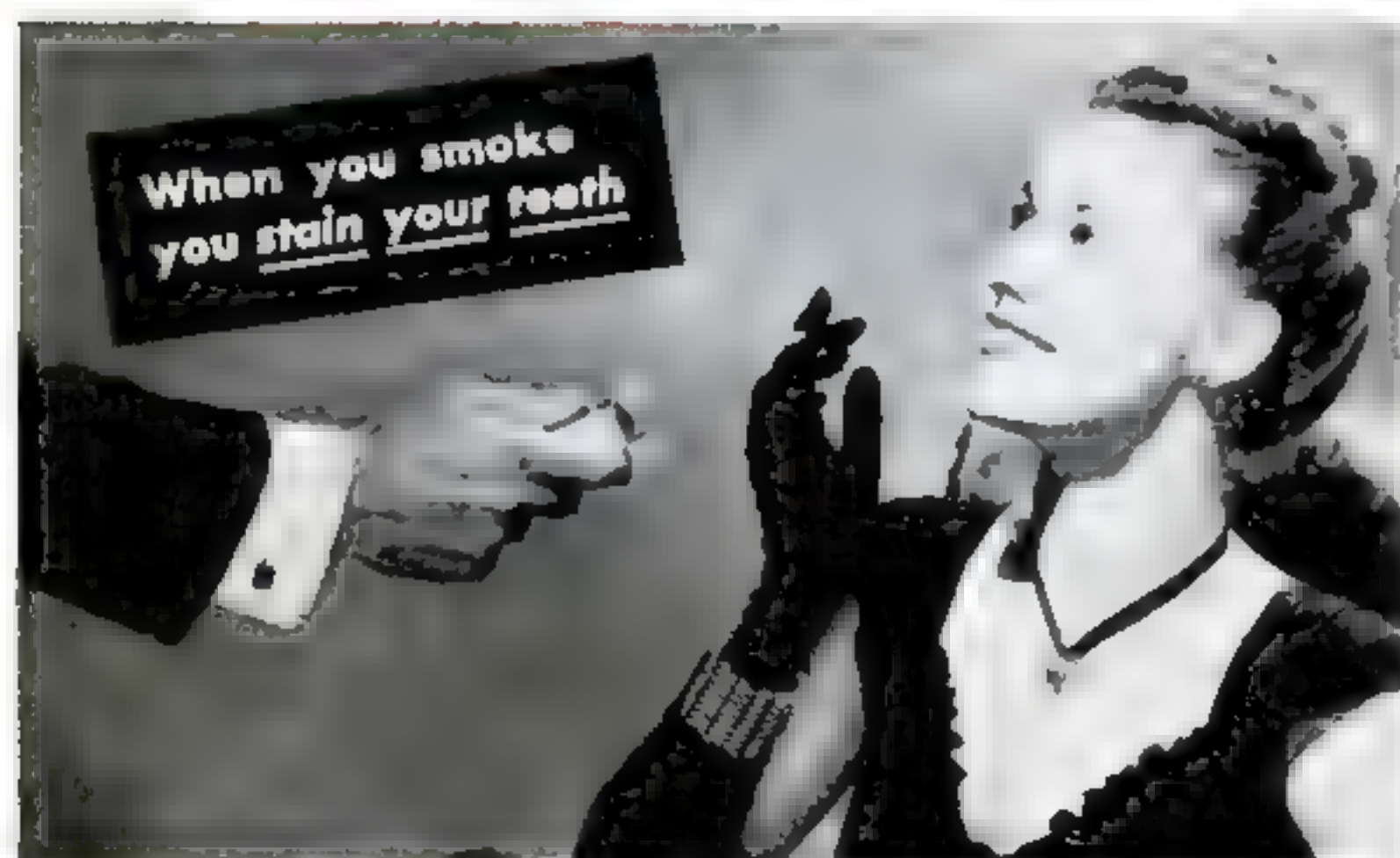
"I USE MACMILLAN IN MY CAR!"

© MACMILLAN PET. CORP., 1948

*Thousands of independent dealers who sell Macmillan and more than 800 other brands of oil.



New! 50¢
**A BRAND-NEW DENTIFRICE
 DISCOVERY BY THE
 MAKERS OF DR. WEST'S
 MIRACLE-TUFT TOOTHBRUSH**



Dr. West's Miracle Tooth Paste

• This new, different dentifrice helps restore and keep all the natural brilliance and luster of your teeth. It incorporates in a new-formula paste base, two polishing ingredients and an amazing liquid cleanser just made available. The flavor is delightfully refreshing. Try Dr. West's Miracle Tooth Paste today!



Budding Star CONTINUED



GLORIA POSES with cat. She lives in a small Los Angeles house with mother and husband Stanley Clements. As yet, Gloria owns no swimming pool.



Important late releases!

For you who love great music—
here are recent distinguished per-
formances by just 10 of the many
great artists and orchestras now
recording exclusively on Columbia
Masterworks Records.

NELSON EDDY

with orchestra conducted by Robert Armbruster (Eight Favorite Songs)
By Request Columbia Masterworks Set M-571 \$3.75*

Philharmonic-Symphony Orchestra of New York

conducted by Bruno Walter: Beethoven: Symphony No. 3 in E Flat
Major ("Eroica"). Columbia Masterworks Set M-MM-449 \$6.85*

STEVENSON

with orchestra conducted by Sylvan Shulman,
(arranged by Alton Shulman).
Songs of Cole Porter Columbia Masterworks Set M-630 \$3.85*

JOSEPH SZIGETI

with piano accompaniments by Andor Foldes.
Gypsy Melodies. Columbia Masterworks Set M-MM-513 \$3.00*

HELEN TRAUBEL

with Emory Darcy and the Philharmonic-Symphony Orchestra of
New York Artur Rodzinski, conductor: Wagner: Die Walküre: Ouel
(Act I, Scene 3). Columbia Masterworks Set M-MM-618 \$3.85*

GYORGY SANDOR

Piano Music of Liszt
Columbia Masterworks Set M-MM-602 \$4.85*

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with chorus and orchestra conducted by Edgar Roemheld
Romberg: The Desert Song: Excerpts.
Columbia Masterworks Set X-260 \$2.25*

MORTON GOULD AND HIS ORCHESTRA

South of the Border
Columbia Masterworks Set M-593 \$3.75*

CAROL BRICE

with the Pittsburgh Symphony Orchestra Fritz Reiner, conductor
Mahler: Songs of a Vagabond
Columbia Masterworks Set X-MX-267 \$2.85*

Robert CASADESUS

with orchestra conducted by Eugène Bigot.
Weber: Concertstück in F Minor for Piano and Orchestra.
Columbia Masterworks Set X-MX-59 \$2.85*

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great artists are listed in the new Columbia
Record Catalog. A lifetime of listening
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Record Dealer's. Drop in today to listen
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NELSON EDDY

one of scores of great artists
now recording exclusively for



COLUMBIA Masterworks RECORDS

RINGS BY WOOD
1850-1946

*Beloved by brides
for
almost a century*





Tomorrow...and tomorrow...and tomorrow...

you'll be thankful for the thoroughbred distinction

of an "Art-Carved" Ring by Wood, oldest and largest
ring-makers and importers of fine diamonds.

Today, as yesterday, Wood diamond experts

scour European markets for gems worthy

of Wood standards in brilliance, color and clarity.

For almost a hundred years hidden values

of quality construction, authoritative fashion, have made

"Art-Carved" Rings the bride's first choice.

Ask your jeweler to show you the

proud mark "Art-Carved" in Rings by Wood.

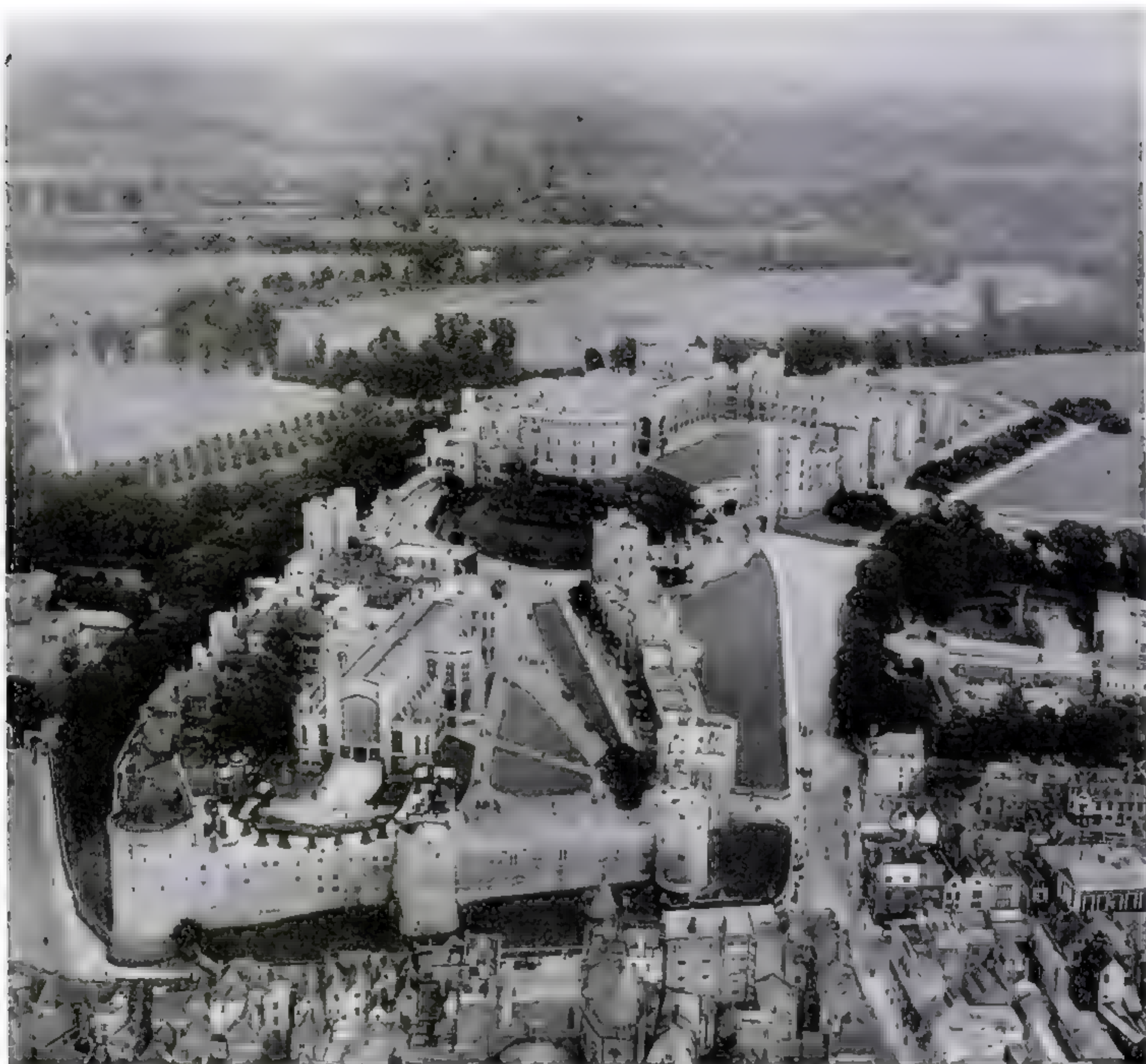
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LOOK FOR *Art-carved*® WITHIN THE RING

FREE: If you're a bride-to-be, you'll need this treasure of a little book. It includes advice on etiquette and your trousseau, as well as what you should know about diamond and wedding ring selection. Write for "The Bride's Silent Secretary." J. R. Wood & Sons, Inc., Dept. L-8, 216 East 45th St., New York 17, N. Y.

*Trade Mark Reg.



STONE WALLS OF WINDSOR CASTLE ENCLOSE CHAPEL (FOREGROUND), ROUND TOWER (BACKGROUND) AND LIVING QUARTERS (REAR)

Windsor Castle

HERE ENGLISH RULERS HAVE LIVED FOR 900 YEARS

Like the stout covers of a history book, the thick gray walls of Windsor Castle enclose nine centuries of royal English lore. For some 900 years an unbroken line of English kings and queens have made the castle their full or part-time home. Probably no other castle in the world has sheltered so many sovereigns for so long.

The castle is 22 miles west of London between the Thames River, whose stream is partly visible beyond the castle in the picture above, and Windsor, the town celebrated by Shakespeare in his *Merry Wives*. Off to the left in the picture are "the playing fields of Eton." Four miles to the right is Runnymede where the Magna Carta was signed in 1215. King John wanted to sign it in the castle, but his rebellious barons, fearing treachery, would sign only on the open Berkshire plain beside the Thames.

According to legend, King Arthur and his knights gathered around the Round Table within a few miles of Windsor. In 1070, four years after the Battle of Hastings, William the Conqueror built a moated fortress at Windsor, possibly on the present castle's site. Three centuries later Edward III

built the massive round tower, tearing down much of the remains of the fortress he found there. A steady procession of immortal Englishmen lived and loved, dined and died at Windsor. Henry VIII, George III, William IV, Edward VII lie buried there. In 1390 a clerk named Geoffrey Chaucer came to work in the castle. While standing by a castle window, Anne Boleyn first caught the hungry eye of Henry VIII. Good Queen Bess took her afternoon walks not far from where, less than three centuries later, Queen Victoria watched her beloved consort Albert shave. Almost a century later her great-grandson, Edward VIII, broadcast his anguished abdication from the same castle.

Following a custom begun by Queen Victoria, the present royal family lives mostly in London at Buckingham Palace, reconstructed in 1836. But they visit Windsor often, especially during Ascot Race Week in June. They occupy the sumptuous suite in which Victoria lived and which has since been redecorated by Queen Mary, the present Queen Mother. On the pages that follow, LIFE presents rare color photographs of the royal suite.



PAININGS OF ROYALTY DONE BY ELEGANT 18TH CENTURY PORTRAITISTS HANG IN WHITE ROOM. AT RIGHT IS KING GEORGE III

The White Room

In this room Queen Victoria ate her breakfast and the present king holds conferences. The cabinet by Gouthière in front of framed mirror (above) has been called "finest piece of cabinet workmanship of its type in existence."



PORTRAITS OF QUEEN VICTORIA AND PRINCE ALBERT HANG ABOVE CABINETS OF TULIPWOOD AND EBONY BY DOOR TO THE GREEN ROOM

CONTINUED ON NEXT PAGE



CHIPPENDALE BROTHERS CARVED THE DOORS AT FAR END. CRIMSON DAMASK ON THE HEAVILY GILDED WALLS GIVES ROOM ITS NAME.

The Crimson Room

Measuring 65 feet by 35 feet, this is the largest of the royal suites that spanned six centuries and served as the private royal family which they entertained. Windsor Notice to the world of the long and the photograph.



THIS IS QUEEN MARY IN DRESS SHE WORE AT 1911 CORONATION



THIS IS GEORGE V AS ADMIRAL IN OFFICIAL ROBE OF ERMINE



DAUGHTERS OF GEORGE III FLANK MANTEL WHICH SUPPORTS CLOCK 3 FEET HIGH. GREEK FIGURE SYMBOLIZES ARTISTIC GENIUS

CONTINUED ON NEXT PAGE



ROOM HAS 10 SIDE CABINETS FILLED WITH FINE SEVRES CHINA



TALL MIRRORS AND CANDELABRAS LEND BRILLIANCE TO ROOM

The Green Room

This is the room most used as a sitting room by present royal family. Its cabinets contain the world's finest examples of Sevres china. Made for Louis XVI of France in 1784, they were later purchased by George IV of Britain.



FURNISHINGS ARE MIXTURE OF PERIODS—17TH CENTURY ITALIAN BRONZES, POST-EMPIRE CHAIRS, CHIPPENDALE DOORS, MIRRORS



You're an impish angel!
Knowing how a saucy glance
and bequiling soft hands can
melt his heart.

You're a wise one—count-
ing on Trushay, wondrous lotion,
to help you beforehand. Before
you do dishes or light laundry,

smooth on creamy, fragrant
Trushay. The better to ward off
roughness and dryness, to keep
your soft hands sweet-to-hold!

And in your forever-after
strategy, let Trushay give your
skin velvety softness wherever
needed.

TRUSHAY

The
"Beforehand"
Lotion



PRODUCT OF
BRISTOL-MYERS

THE QUEEN ELIZABETH

Inaugurates Regular DeLuxe Transatlantic Service

Proud heir to that Cunard tradition of seamanship and service which is more than a century old, the Queen Elizabeth is now en route to New York on her maiden voyage. Released from war's grim compulsions, she emerges resplendent in her new dress . . . the world's largest liner . . . bringing to the world again all the pleasures of sea-travel, all the long-missed luxury and *dependability* of the transatlantic crossing.

*The British tradition
distinguishes* **Cunard White Star**

1840—Over a Century of Dependable Transatlantic Service—1946



DOWN' WHAT COMES NATUR'LLY

Moderato
 Piano
 Voice

1. Pops are dumb, where come from they don't know
 2. I've got the sun in the morning, I've got the sun in the morning

Copyright 1941 by Irving Berlin

SPIRIT OF A SONG is caught by photographer's impression of Ethel Merman singing about her "Uncle Jed" (inset) in *Down' What Comes Natur'lly*,

one of three top hit tunes from Irving Berlin's *Annie Get Your Gun*. The others: *They Say It's Wonderful*, and *I've Got the Sun in the Morning*

TOP SONG HITS

Sentimental ballads about love are most popular in U.S. today

If the songs a country sings are any indication of its mood, the U.S. last week was lolling in an amorous, sentimental daze. On dance floors and radios were heard such plaintive queries as "Why don't you surrender?" and such pleas as "Linger in my arms a little longer, baby." Novelty tunes struggled hard to keep their heads above the bathos.

In the composite pictures on these pages, LIFE Photographers George Karger and Peter Stackpole

interpret the spirit of seven of the most popular songs. As main characters in the photos they used singers identified with each song's success. Of the songs shown here, two come from Broadway (*Down' What Comes Natur'lly* and *South America, Take It Away*). One is a movie song, *To Each His Own*, written for the film of that name by a little-known team, Jay Livingston and Ray Evans, who did not see the film until after they had written the song.

Rings of Happiness



lean
Set \$410.00

Ringed for life...in these rings of romance. Life's most wonderful moment forever yours, in the flawless beauty and perfection of a Cardinal Bonded Diamond Ring.

In settings of traditional loveliness...bonded to meet high standards of quality, workmanship and value.

CARDINAL
DIAMOND
SYNDICATE

ST. LOUIS, MO.
LOS ANGELES, CAL.
MILWAUKEE, WIS.



Song Hits CONTINUED



PAULA KELLY SINGS "TO EACH HIS OWN"

*A rose must remain with the sun and the rain
Or its lovely promise won't come true.
To each his own, to each his own, and my own is you. . . .
I need you I know, I can't let you go, your touch means too much. . . .*

© 1944, PARAMOUNT MUSIC CORPORATION



FRANK SINATRA SINGS "FIVE MINUTES MORE"

*Give me five minutes more, only five minutes more.
Let me stay, let me stay, in your arms.
Here I am begging for only five minutes more,
Only five minutes more of your charms. . . .*

© 1944 BY MELROSE MUSIC CORP., USED BY PERMISSION

"one,
two,
three,
it's Wunderhose for me!"



For you, and your big sister, and your mother as well, there's a Wunderhose stocking, designed to suit your individual tastes. Teen-age sister, for instance, loves sheer, smooth stockings like mother's, but her legs are kinda' slim. Well, there's a Wunderhose stocking made to fit the young leg exactly. For mother, there's a choice of lovely lively Wunderhose in full-fashioned, tailored-seam and no-seam styles. And for the whole bunch, there are Wunderhose anklets in shades to match every dress in their closets. Next time you need stockings, pop around to your favorite shop and say "Wunderhose, please!"

Wunderhose

SAME STYLES IN
EVERWEAR and ARROWHEAD
RICHMOND HOSIERY MILLS, ROSSVILLE, OH.

Ritepoint
The Easy-Writing Pencil



Move your thumb back and forth across the point of a Ritepoint Pencil. Note that lead is firm and rigid. An exclusive Ritepoint feature—a special rifled writing tip—holds lead tightly and prevents wobbling.

Guarantee Service Certificate and an average year's supply of lead with every pencil.

Smartly styled, in modern colors.

I at better stores everywhere



MANUFACTURED BY
Ritepoint Co.
ST. LOUIS 9, MISSOURI



THE LEADER TO
LONDON
-THE LEADER AT HOME

Swiftly your Constellation rides to the East, swiftly above the Atlantic arc and sun path, cleaving the meridians, racing the westerlies, raising the cliffs and greens and majesty of England.

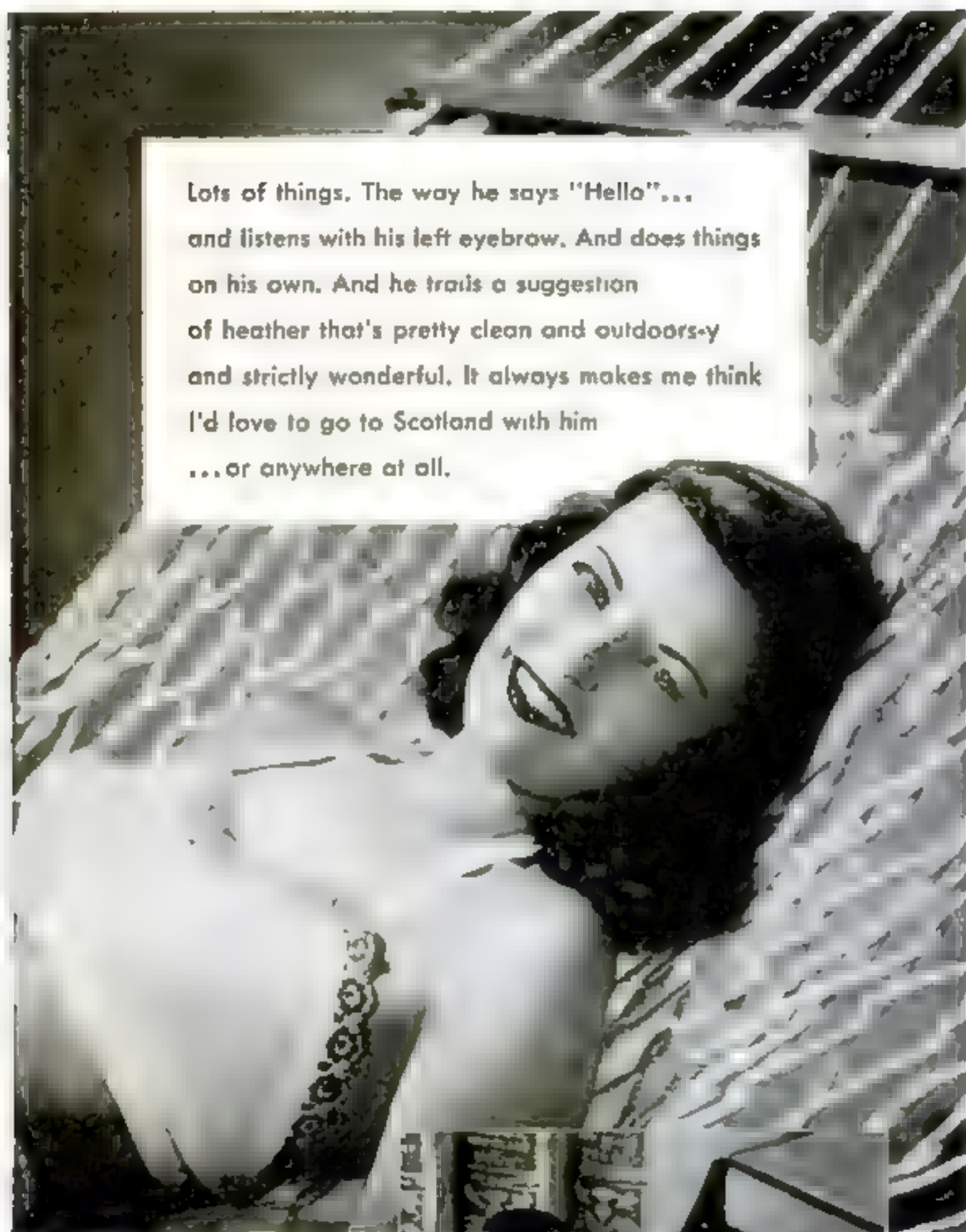
This Constellation trip of yours is matched alone by other leading Constellation flights within the United States and to other world capitals. **GREATER SPEED**—fastest transport in service. **GREATER COMFORT** with the high-flying smoothness of the exclusive Normalair cabin. **GREATER SAFETY**—more surplus power than any other transport. See your travel agent or leading airline. Make certain your ticket reads *Constellation*—there is only one leader.



Fly Lockheed Constellation

WORLD LEADER IN SPEED, COMFORT, SAFETY

..Know what I like
about Joe?



Lots of things. The way he says "Hello"...
and listens with his left eyebrow. And does things
on his own. And he trails a suggestion
of heather that's pretty clean and outdoors-y
and strictly wonderful. It always makes me think
I'd love to go to Scotland with him
...or anywhere at all.

Yes, you can always tell a
man who's got That Wonderful
Seaforth Feeling. It's the
reassuring lift that comes
from the heather-fresh
grooming routine with the
Ball-man aids of Seaforth.
Get them in their sturdy,
polished stoneware mugs
and jugs. \$1 each, plus tax.
In gift sets, \$2 to \$7 plus tax.



Seaforth!
FOR MEN



Shaving Cream
Shaving Lotion
Men's Shave
Men's Deodorant
Men's Cologne
Men's Hand Soap
Liquid Shaving Soap

ALFRED D. McKELVY COMPANY
10 ROCKEFELLER PLAZA • NEW YORK 20, N.Y.

Song Hits CONTINUED



BETTY GARRETT IN "SOUTH AMERICA, TAKE IT AWAY"

Take back your samba, Ayl! Your rhumba, Ayl! Your conga, Ayl! yay! yay!
I can't keep shaking Ayl my rumble Ayl any longer Ay, yay, yay!
Now maybe Latins Ayl in their muddles Ayl are built stronger ...
But all this ... shakin' of the bacon leaves me achin'....

WORDS AND MUSIC BY HAROLD ROME. © 1944, M. WITMARK & SONS



PERRY COMO SINGS "SURRENDER"

Surrender, why don't you surrender? How long can your lips live without
a kiss? Surrender, I beg you, Surrender. How long can your heart resist?
I'll bring you a love you can cling to, a love that won't be untrue, so
please be tender, and darling, Surrender....

© 1944 BY SANTI-JOY, INC. 1818 BROADWAY, NEW YORK, N.Y.

Which type are you?



TENSE TILLY?



CROUCHING CORA?



NERVOUS NELLIE?

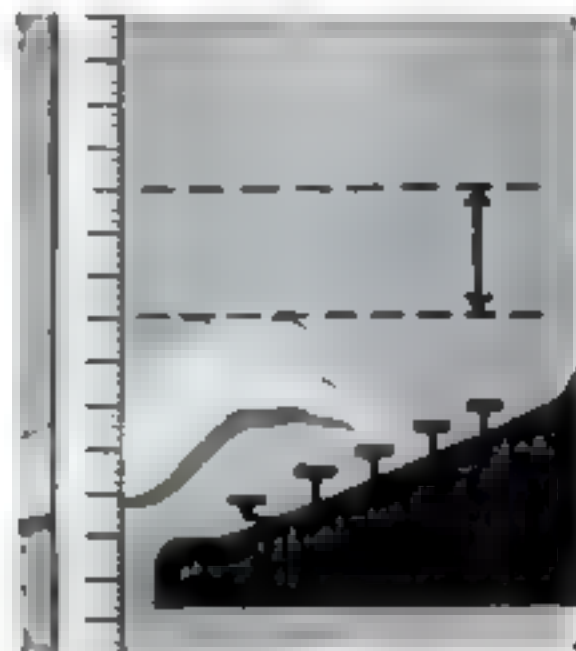
Watch your typing technique and watch your speed increase with less fatigue



COMPARE YOUR TECHNIQUE with these diagrams. Are you alert, relaxed and comfortable? Do you crouch over your work or do you sit upright, bending forward a little from the hips? Watch your feet too. Place them firmly, don't cross them.



PLACE YOUR HANDS in rest position, forearms parallel with the keyboard (about a 30° angle). Don't pound the keys . . . just curve your fingers and use a "fingering" motion. Put rhythm into your strokes. Don't arch your wrists . . . relax them.



WATCH YOUR HANDS. A good typist confines all hand action within three inches of the keyboard. Raising your hands high and flopping them down on the keys is a needless waste of your precious energy, and unnecessary on a Smith-Corona.



TRIPLE-POSED DRAWINGS show how back, neck and eye strain result from bad posture. Good typing technique means less fatigue, fewer errors, increased speed. With good typing technique and the right machine you'll find it lots easier.

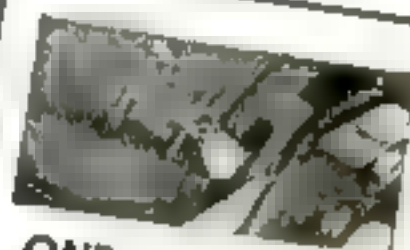


NO STRAIN HERE. She's efficient and happy. She knows her technique and she has a Smith-Corona, engineered for her comfort. Keyboard action is sensitive to a light touch. And note below—the Smith-Corona features that make typing easier.

AN executive of a famous motion picture producing company writes, "Our operators say the Smith-Corona is smooth running, easily adjusted and constructed so as to operate more speedily than any other make." In a large insurance company the consensus of opinion among operators was . . . "the Smith-Corona is

the easiest operating machine we have ever used." These comments are factual evidence of "on the job" typewriter performance.

For further proof of the merits of the Smith-Corona, we urge you to match our machine, fairly and squarely, against all comers and decide your next purchase on the results.



ONE HAND AUTOMATIC MARGIN SET

. . . only one hand needed to set or clear . . . sets right and left margins with one lever. Easier, faster . . . a great time and labor saver.



REMOVABLE PLATEN

Platen lifts out easily by releasing spring latch on each end of carriage. Manifold, label writing, card writing made easier by substituting special platens. Also makes feed rolls easy to clean.

7/8	10	10,000.75
7/8	5	5,000.50
7/8	1	2,000.10
7/8	20	20,001.00

TABULATOR

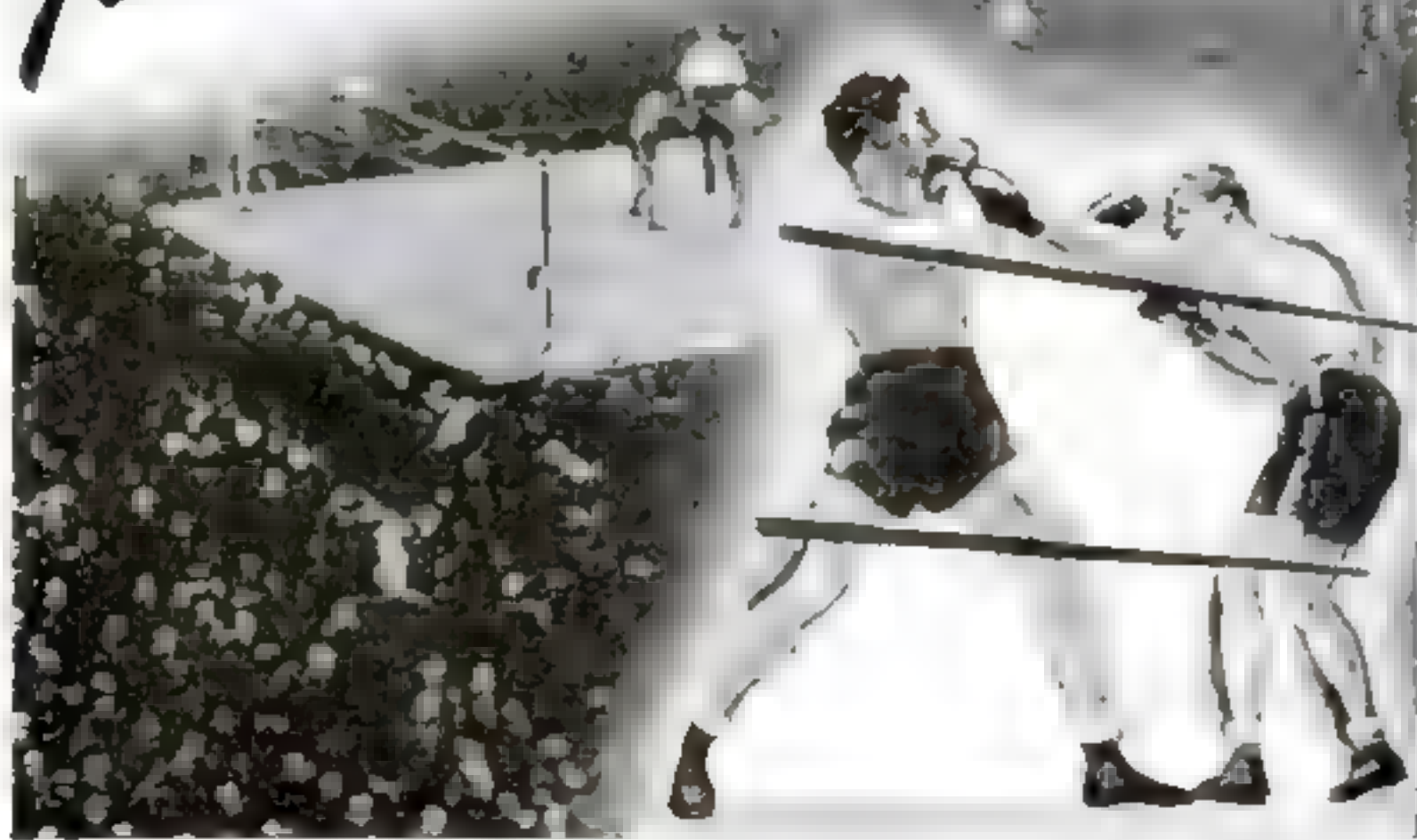
Makes typing in columns easy. Single key sets stop for each column. Stops may be cleared individually or all at once at a touch . . . without running carriage back and forth. Simple, fast . . . speeds work, lessens fatigue.

You'll find it easier with a **Smith-Corona**

L C SMITH & CORONA TYPEWRITERS INC SYRACUSE 1 N Y . . . makers also of Smith-Corona Portable Typewriters



Boxing... Long a Favorite of Millions



Jockey... a Favorite "Long" of Millions

Annual attendance records total as high as 22,500,000.* Boxing, as a popular sport, dates back to the time of the Sumerians, 50 centuries ago—according to the Encyclopaedia of Sports by Frank G. Menke.

Yes, Jockey "Long" has long been a favorite winter undergarment of millions of men everywhere. In addition to its protective warmth, Jockey "Long" has the patented Y-Front Construction for correct masculine support. The "friendly" pouch structurally perfected for gentle, bracing, buoyant uplift... the convenient No-Gap opening, the bulkless crotch, are exclusive Jockey features.

Because of its trim streamlining and ingeniously placed seams, Jockey gives complete freedom of action without binding or chafing. Light in weight and warm in comfort, the soft knit fabric of Jockey Longs adds to the all-over enjoyment of health-giving outdoor living. Be prepared for periods of exposure to outdoor weather... for fall football games and winter activities... keep at least one pair of Jockey "Longs" in your wardrobe.

THERE'S ONLY ONE JOCKEY



Jockey Longs

It's a Brand... It's a Trade Mark... It's Made By

Coopers
KENOSHA WISCONSIN

Trade Marks Reg. U. S. Pat. Off.

Jockey Underwear

Licenses for Canada, Moodies; for British Isles, Lyle & Scott; for Australia, Speedo Knitting Mill; for New Zealand, Lane-Walker-Rudkin; for Switzerland, Vollmoeller



Song Hits CONTINUED



DICK HAYMES IN "IF YOU WERE THE ONLY GIRL"

If you were the only girl in the world and I were the only boy,
Nothing else would matter in the world today,
We could go on loving in the same old way.
A Garden of Eden just made for two, with nothing to mar our joy. . . .

© 1939, B. FELDMAN & CO.



ELLA FITZGERALD IN "STONE COLD DEAD IN THE MARKET"

Last night he went out drinking, when he came home he gave me a beating,
so I . . . went to work on his head till I bashed it in. He's stone cold dead
in the market, he's stone cold dead in the market, he's stone cold dead
in the market, I kill nobody but me husband.

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The Aristocrat of Bonds



*You're on the trail of the finest
Bourbon of Old Kentucky when you
ask for Kentucky Tavern. Proudly
produced by one family for 3 genera-
tions, it's truly the Aristocrat of Bonds.*

Glenmore Distilleries Company
Louisville, Kentucky

THE BEST BRAND IN BOURBON



COPYRIGHT 1940, S. D. CO.



REAPING THE GRAIN! Most bread grains are raised in the western states—a long haul to eastern markets.

LOADING THE CARS! alongside local elevators for shipment east to great mills like that pictured to right.

Bread — FROM FIELD TO TABLE



Before the Pennsylvania Railroad was born, in 1846, it cost \$4 to haul a barrel of flour over the Alleghenies between Philadelphia and Pittsburgh.

The Pennsylvania Railroad performs the same service today for 46c.

However, like every individual and every business, the railroads are feeling the effects of rising costs. Increased railroad wages since 1939 mean an *extra* \$1 billion, 451 million a year for railroad payrolls. Increased costs of materials since 1939 mean an

extra \$503 million a year for railroad materials and supplies. Everything the railroads need and use costs more.

Prewar freight rates could not bring in enough money to continue to provide better transportation . . . rebuild roadways worn by the traffic of war years . . . and produce those fine, new trains people are waiting for. That is why the railroads requested an increase in freight rates averaging 19%. Without it, they could not go ahead and do what people would like them to do.

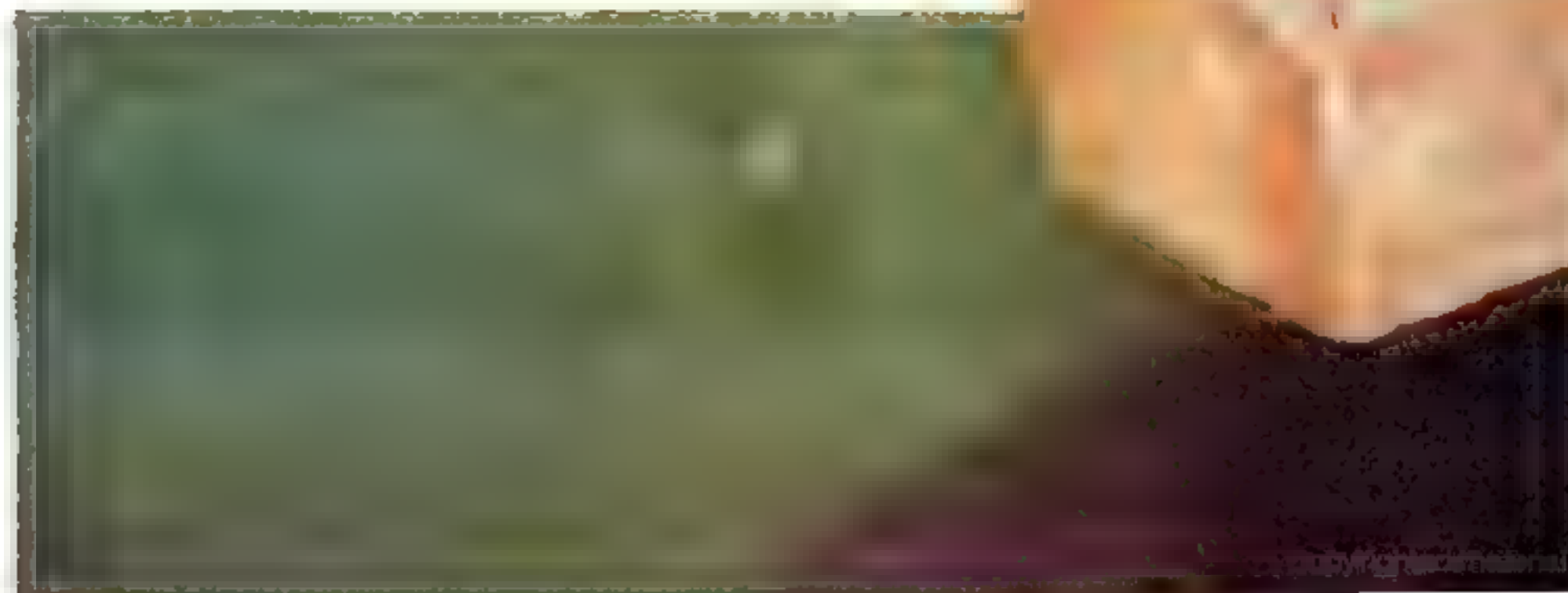
In fact, 19% will not now suffice. For upwards of \$85 million a year has been added to railroad costs by recent passage of the Crosser Act. This new law singles out the railroads to pay more than twice as much as any other industry for employee social security. Only through increased rates can railroads meet such costs.

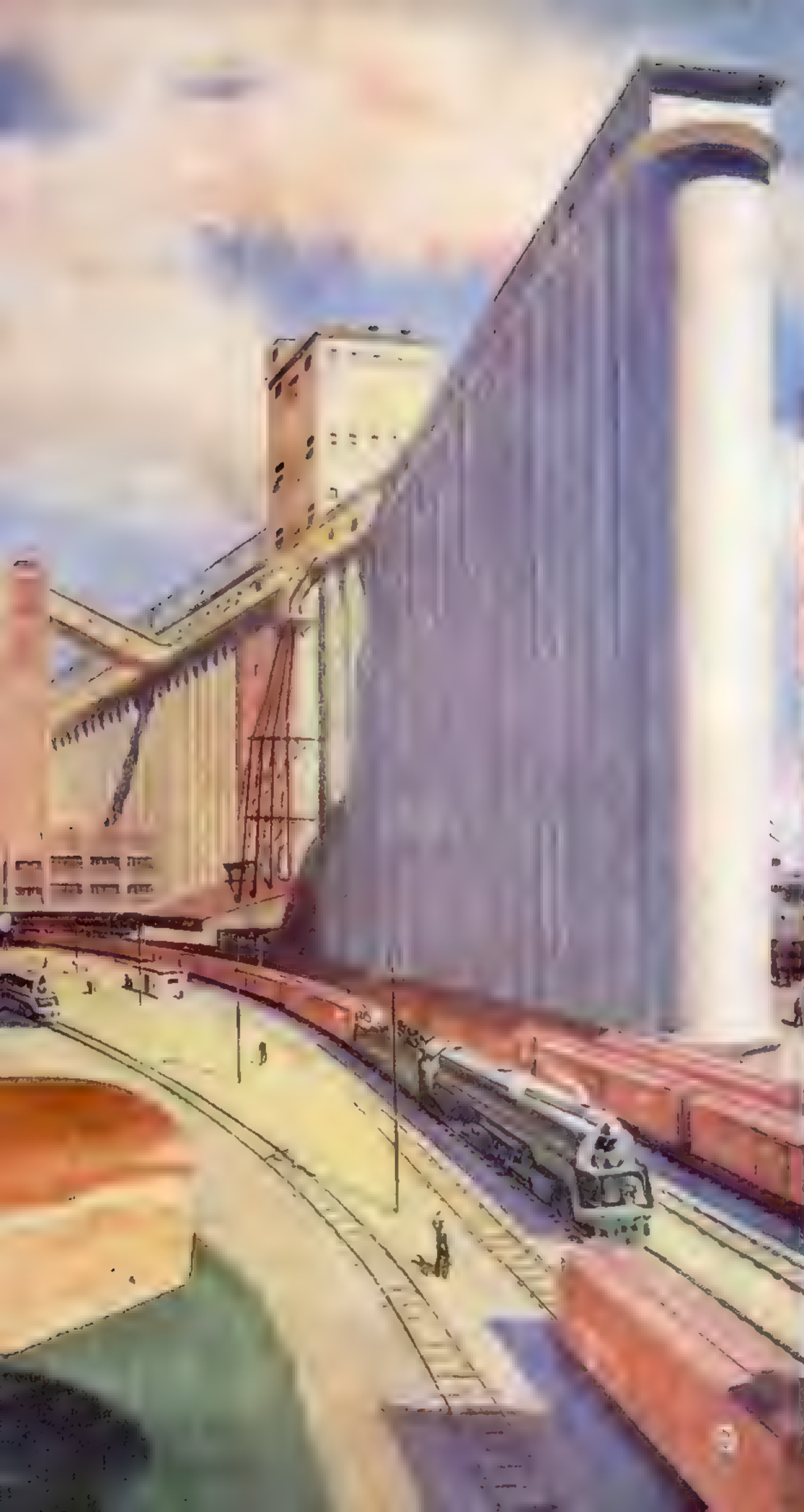
After all, freight is so small a part of the cost of items like bread and other necessities of life that a fair increase in freight rates could have little if any effect on their prices.

PENNSYLVANIA RAILROAD

1846  1946

ONE HUNDRED YEARS OF TRANSPORTATION PROGRESS

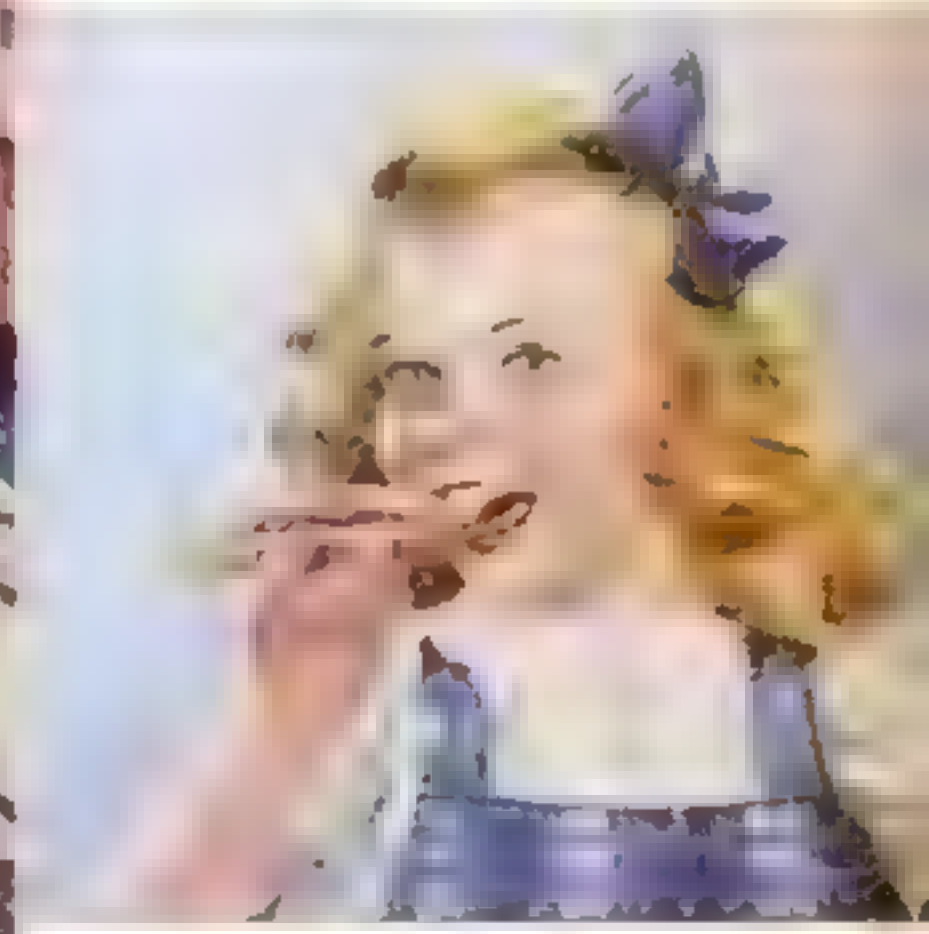




GOLDEN LOAVES from modern baking machines—
The flour is brought by train from the mills



DAILY DELIVERY by truck to stores and homes—
bread fresh and crisp, satisfying, wrapped



FOR YOUNG AND OLD—The mainstay of life!
Americans eat 40 million loaves a day



I can see it in his eyes

THE DINNER has gone beautifully.

I can see it in Dick's eyes... the proud look that tells a wife she's doing a bit better than all right.

I'll admit I had a moment or two of stage fright about meeting Dick's friends. After all, when a town's favorite son brings home a new bride, she's sort of on display.

But how could I stay worried, when my mirror told me the new blue velvet was perfect... when I stood back and looked at the table, agleam with all my beautiful International Sterling?

There's a wonderful calm that comes when you know that quick, judging eyes will see everything at its best.

Something like that was in my mind, back when I first picked out my lovely International pattern. Oh, I knew that nothing but solid silver was good enough for our high hopes. And I had that bride's feeling, about choosing for a lifetime...

And there was a little feminine whisper that said, "Hmm—pretty impressive! You'll be awfully proud to have other people see this! There'll be times when it'll help a lot to show that you know how to do things right!"



If you're planning a home, make your silver choice from among the beautiful International Sterling patterns.

They bring you not only the charm and genuineness of solid silver, but eye-thrilling design... perfect balance... jewel-like workmanship.

If you like, you can begin with individual place settings (knife and fork, teaspoon, salad fork, cream soup spoon, butter spreader) complete your set later.

Prices on famous International Sterling have not been raised, even in the face of general rising prices. 6 piece place settings for as little as \$21.50.

• • •

TUNE IN to *The Adventures of Ozzie and Harriet*, Sunday evenings, 6:00 p. m., E.S.T., Columbia Broadcasting System.





TWELVE PINKERTON POLICEMEN GUARD 12 HORSES IN RECEIVING BARN. GROOM MAY ACCOMPANY EACH HORSE. ANYONE ELSE REQUIRES PERMIT, EXTRA POLICEMAN

GUARDED HORSES

Maryland uses police and white mice to stop race-track doping

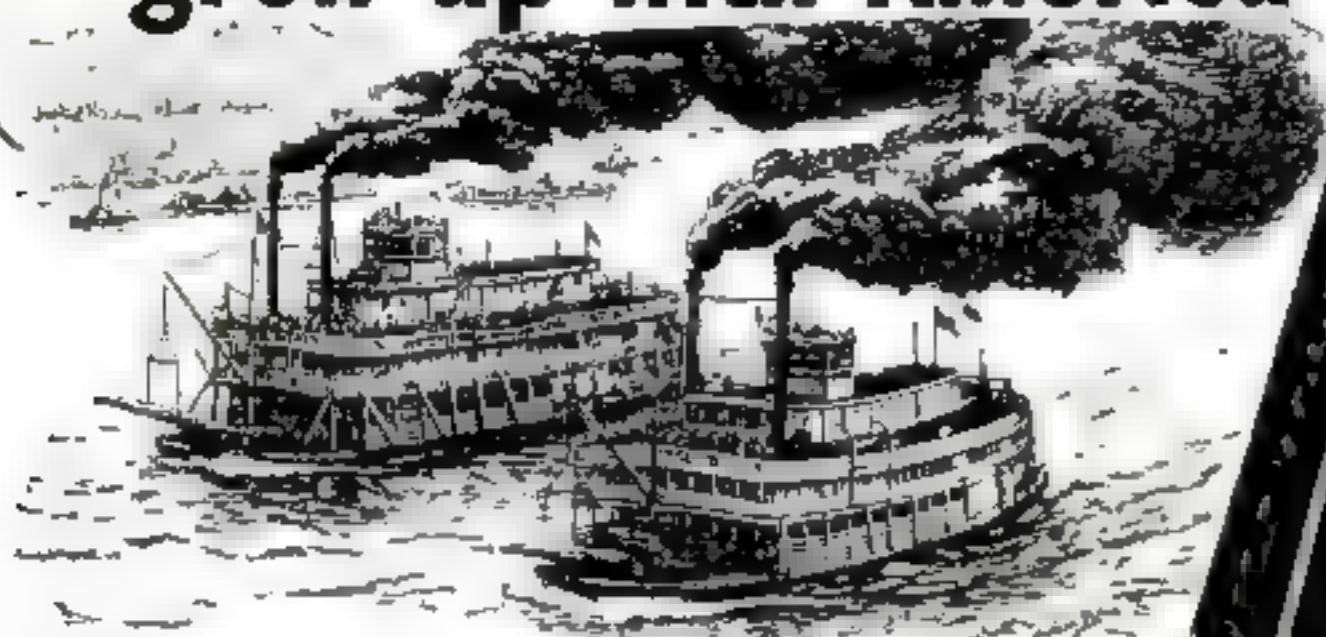
Last week at the opening of Laurel Race Track in Maryland there seemed to be more policemen than spectators and more white mice than horses. The influx of cops and mice was part of the drive to prevent doping of horses. By giving horses drugs, dishonest owners or handlers can make horses run faster, clean up on betting. This year each horse is turned over to police at a receiving barn two hours before the race. Here a policeman is assigned to stay with every horse up to the start, and a spec-

imen of the horse's saliva is taken for injection into a white mouse to discover the presence of drugs.

Most of the racing public approves. But many of the owners and trainers profess to find the system an affront to the sport. They dislike leaving high strung horses under guard and quote a New York State Racing Commission pharmacologist's report that even the saliva of unstimulated horses could produce positive reactions in white mice.

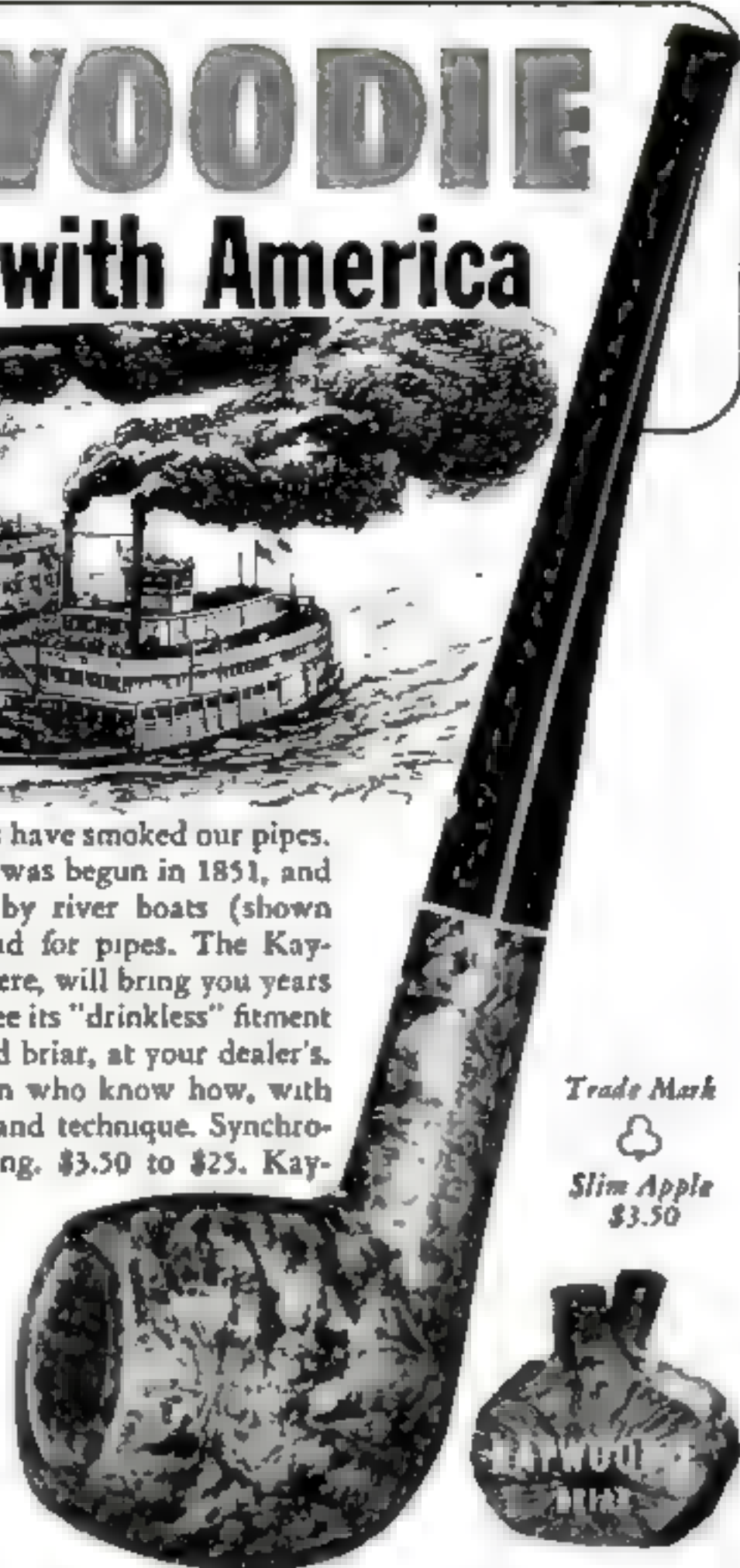
KAYWOODIE

grew up with America



Five generations of Americans have smoked our pipes. The Kaywoodie organization was begun in 1851, and our founders often traveled by river boats (shown above) to supply the demand for pipes. The Kaywoodie Pipe of 1946 shown here, will bring you years of pleasure. Feel its balance, see its "drinkless" fitment and the beauty of its imported briar, at your dealer's. Kaywoodies are made by men who know how, with the most modern equipment and technique. Synchro-Stem provides ease of cleaning. \$3.50 to \$25. Kaywoodie Company, New York and London. *Folder on request.*

*Contentment
is our business*



Trade Mark

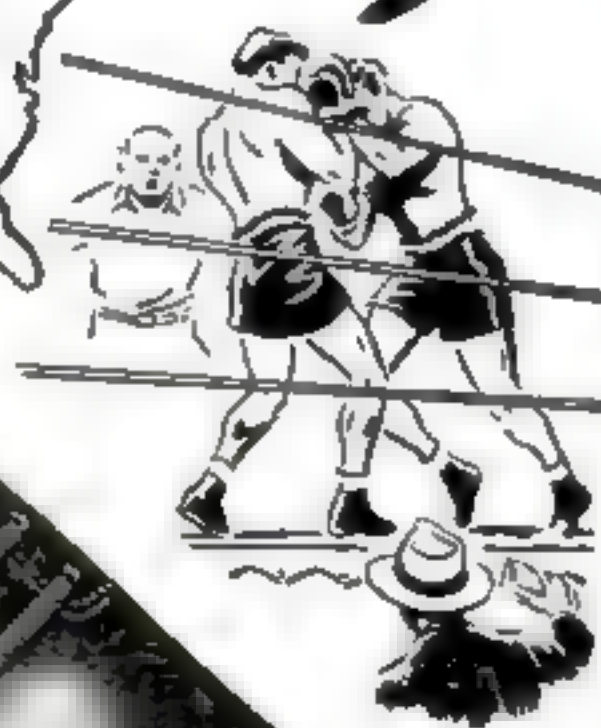


Slim Apple
\$3.50



Outstanding

on the
AMERICAN SCENE



The Custer

Clever footwork here! American Gentleman Shoes win every round—with unchallenged fit and comfort—with style and workmanship that reflect exceptional training! Write for name of nearest dealer.

An Outstanding Value

American
Gentleman
SHOES

AMERICAN GENTLEMAN DIVISION Craddock Terry Shoe Corp., Lynchburg, Va.

Guarded Horses CONTINUED



BEFORE RACE, horse is checked into receiving barn by track official and police. Groom and policeman stay with the horse during the two-hour period.



SALIVA SPECIMEN is taken before race. Doctor uses sterile swab, puts saliva in a jar. Very little is needed for mouse test, which shows results in 15 minutes.



WHITE MICE are inspected by doctor and Racing Commissioner George P. Mahoney. Other tests take 48 hours, could not be made before the race.

CONTINUED ON PAGE 124

Bring home a Broadway Show!

Big Broadway shows were only for the fortunate few. Tradition had always said so.

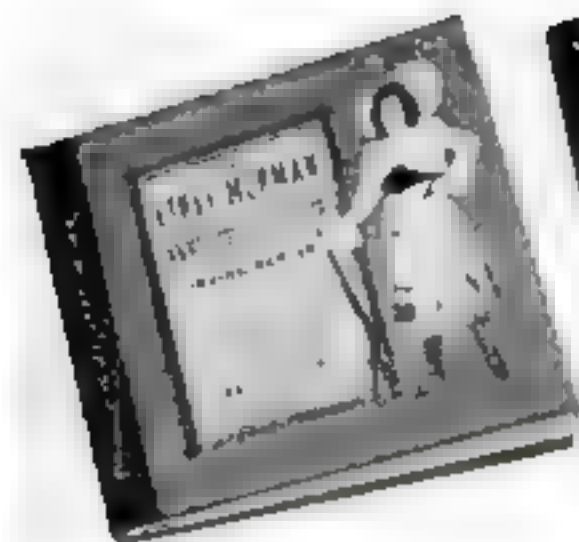
But Decca said No!

Believing that the best is none too good for *all* Americans, Decca put Broadway's best on records. Much of the magic of these plays came from the players' personalities. So Decca smashed tradition to record the original casts!

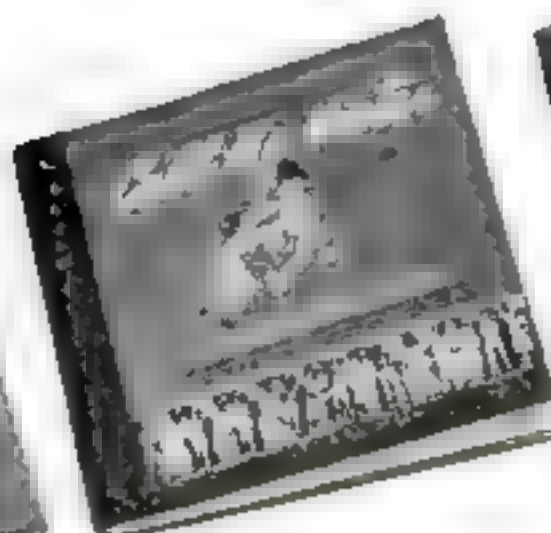
And soon dozens of glamorous hit shows took to the road on Decca records...with strictly Number One companies. Traveled to your town...into your home. Played their brilliant best for you and your family...for *millions* of families.

Decca's famous Original Cast Albums fulfill one part of Decca's promise to you. Decca will continue to bring you the good things you want to hear, recorded the way you want to hear them.

DECCA RECORDS



ANNIE GET YOUR GUN. Ethel Merman in new Irving Berlin musical. 12 sides, 10 inch. No. A-468. \$5.25



CALL ME MISTER. Fresh, new revue of reconversion to civilian life. 10 sides. 10 inch. No. A-466. \$4.50



OKLAHOMA! Fourth year on Broadway. Still America's favorite album. 12 sides. 10 inch. No. DA-359....\$5.25



CAROUSEL. Critics' Circle award for musical comedy. 10 sides. 12 inch. No. DA-400...\$5.85



PORGY AND BESS. Gershwin's glorious folk opera. Rich in Americana. 8 sides. 12 inch. No. A-145.....\$4.85



Supreme
favorites...

FOR OUTDOOR WEAR



● In sport and outdoor clothes, today, the emphasis is on casual smartness—and smart men everywhere favor the ease, the authentic styling and superb tailoring Monarch works into its fine quality materials. Styles and sizes for Men, Boys and Juniors.

● Look for the famous Monarch label—at better stores everywhere.

MONARCH MANUFACTURING COMPANY
Milwaukee 2, Wisconsin



Leather and fabric coats and jackets for sports, leisure and utility wear

Sea Hawk

DE LUXE MODEL
BY GIRARD-PERREGAUX



A famed service watch has donned civilian dress. The new de luxe model with 14K gold bezel contains the same trustworthy movement that distinguished the war-time Sea Hawk. 17 Jewels \$71.50, Fed. Tax included. The Sea Hawk, in utility styles, also available \$41.75 up, Fed. Tax incl. Other Girard-Perregaux watches from \$40. Sold by selected jewelers. Write for booklet 75.

GIRARD-PERREGAUX

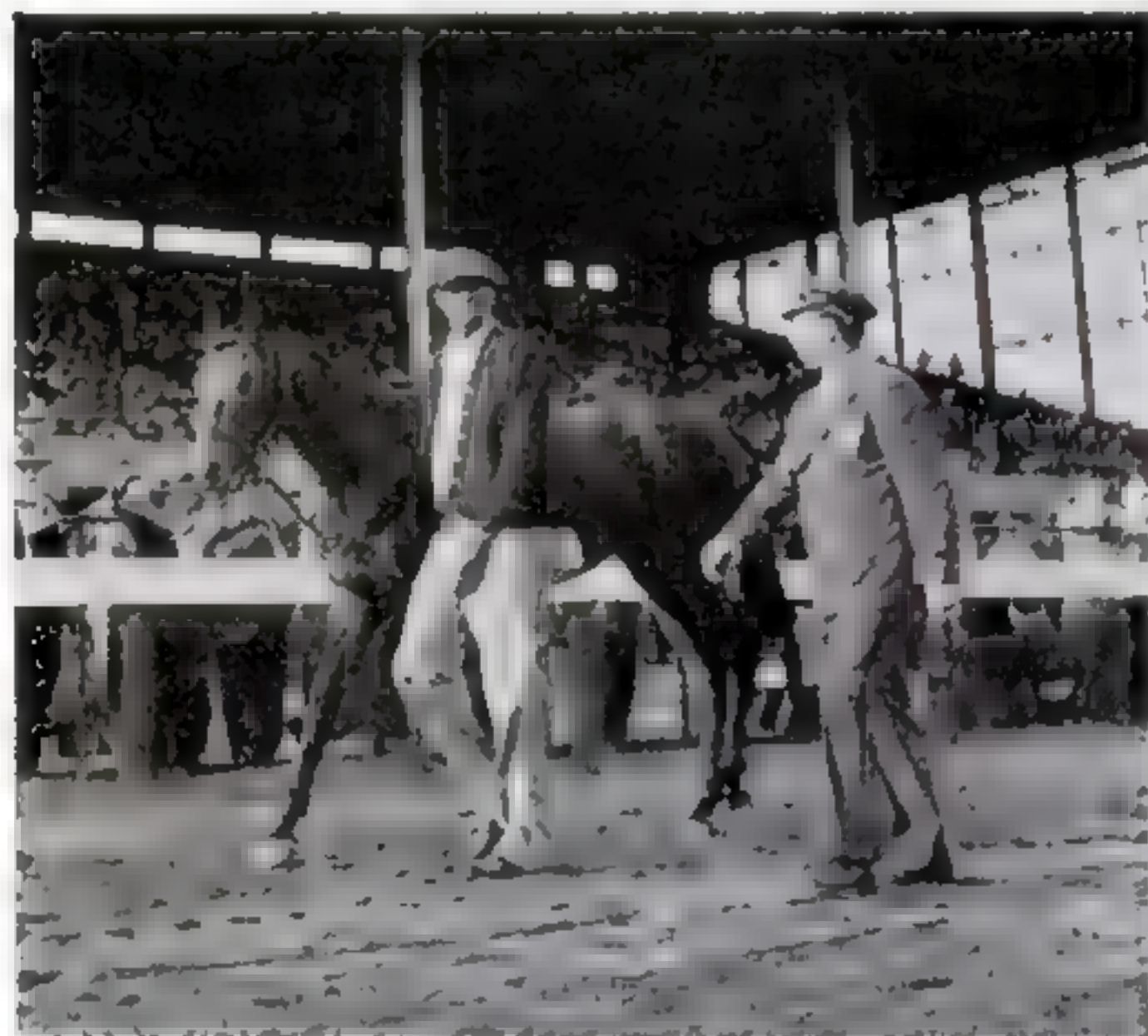
Fine Watches since 1791

Girard-Perregaux, 9 Rockefeller Plaza, New York 20. In Canada: Hamilton, Ontario

Guarded Horses CONTINUED



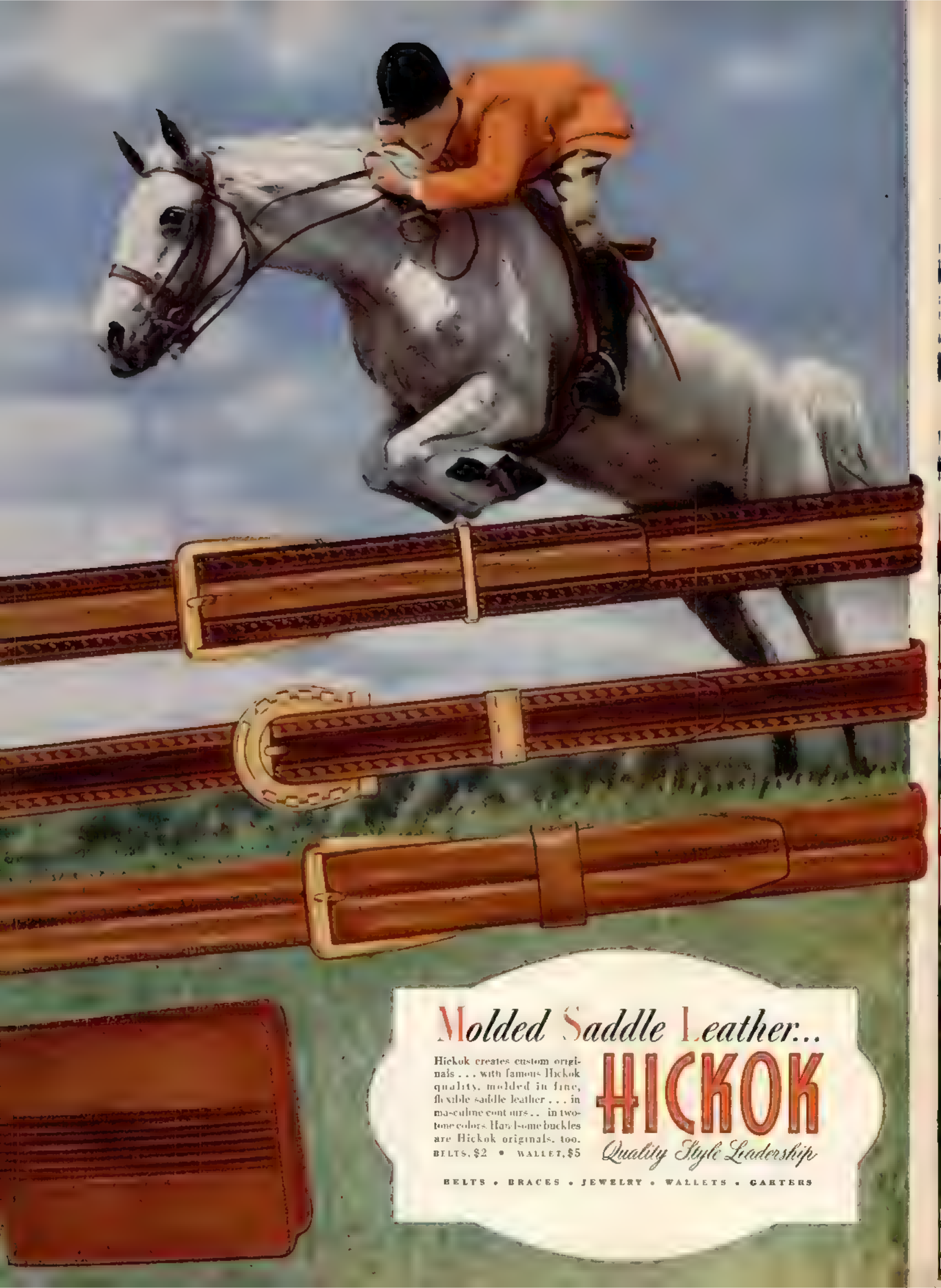
IDENTIFICATION CHECK is made by Pinkerton men before race to stop a horse from racing under another name. File contains 20,000 horse pictures.



BEFORE SADDLING, horse is led by his own groom from the guarded receiving barn to the paddock, past the grandstands. The policeman goes along.



READY TO RACE, the horse is led from the paddock. The Pinkerton man follows to track entrance, walking on same side as groom in case horse shies.



Molded Saddle Leather...

Hickok creates custom originals . . . with famous Hickok quality, molded in fine, flexible saddle leather . . . in masculine contours . . . in two-tone colors. Handsome buckles are Hickok originals, too.
BELTS, \$2 • WALLET, \$5

HICKOK

Quality Style Leadership

BELTS • BRACES • JEWELRY • WALLET • GARTERS

MRS. MISSOURI sees for herself !

No, of course not, that isn't her real name. She's Mrs. James C. Gray, of Detroit. But...when it comes to spending her husband's good money, she — like all housewives — is strictly "from Missouri," and "Show me!" is her motto. And did we show her why of all plastic products

"Krene" is Queen!



SURPRISE free trip to New York...a tour of the town, including a "Krene" style show...an airplane trip to Bennington, Vermont, one of the places where "Krene" brand plastic products are made...all this happened to Mrs. "Missouri-Gray" just because she asked a question.

Her question was contained in a letter to the editor of a leading woman's magazine, and it came to our attention. "I am a housewife," she wrote, "and I'm confused. There are so many plastic fabrics on the market; and, because they're all so new, how can I tell which brands really stand up? etc."

So...we answered

We said..."Mrs. Gray, that makes a lot of sense. There is great variation in quality, not only in the plastic fabrics themselves, but in the way the articles are made. So please be our guest and see for yourself why 'Krene' is Queen."

And Mrs. Gray said, "When do we start?" She tells in her own words the story of what she did and what she saw.

NATIONAL CARBON COMPANY, INC.

30 East 42nd Street, New York 17, N. Y.

"Krene" products are made and sold in Canada by Canadian National Carbon Company, Ltd.

"KRENE" IS A REGISTERED TRADE MARK OF NATIONAL CARBON COMPANY, INC.



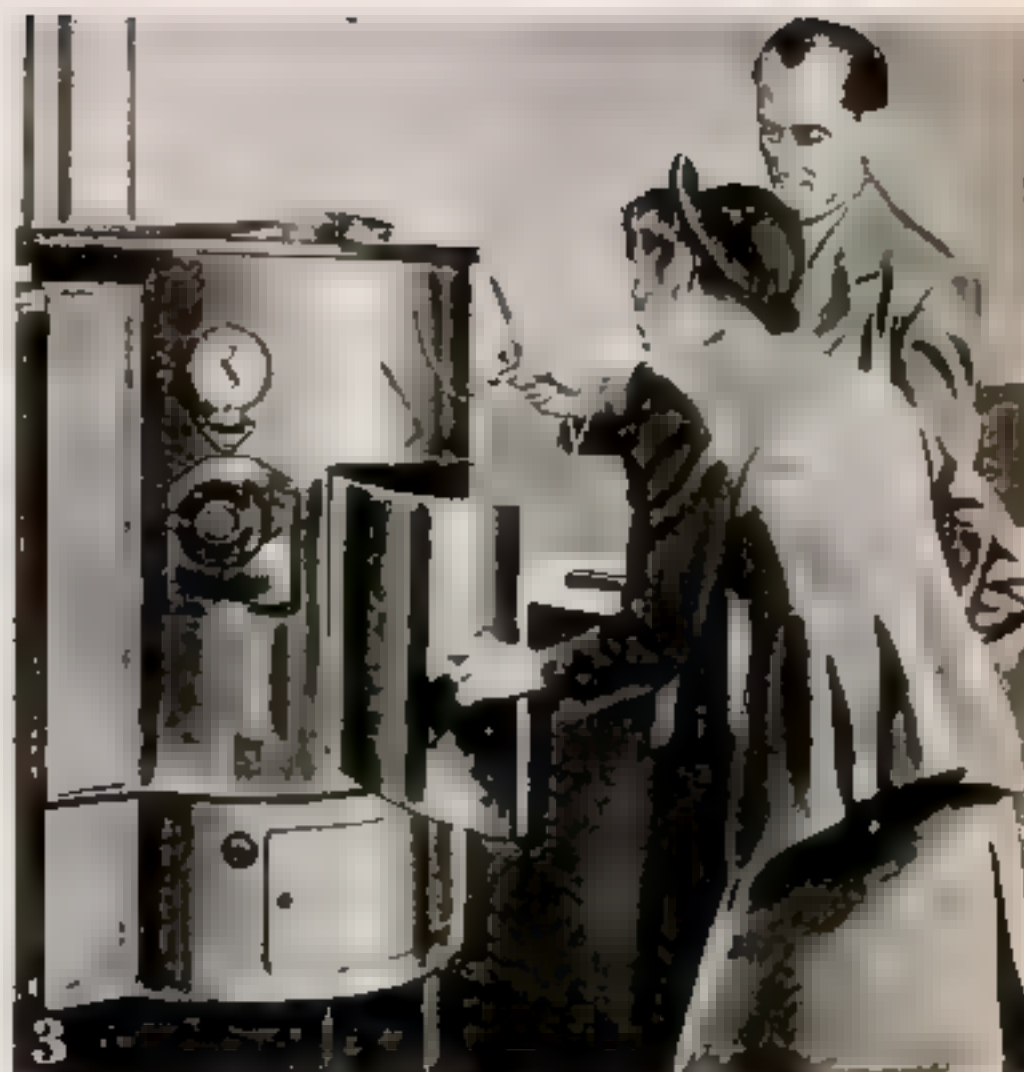
"Back to New York and a 'Krene' style show! I loved the 'Krene' aprons. So pretty, so practical. Many had spot-welding for special strength where needed. You never iron them. Most spots wipe off. Waterproof. Won't crack or peel."



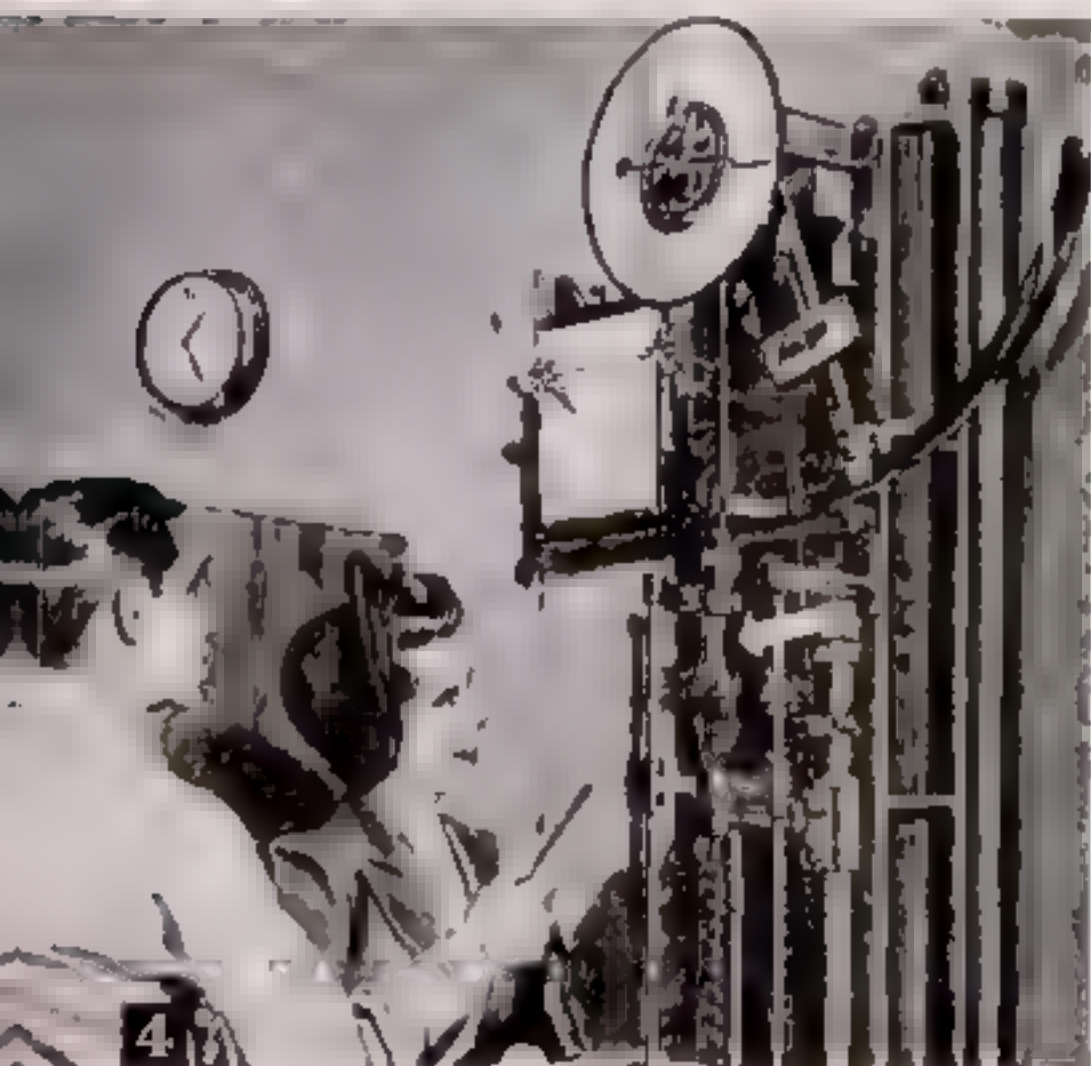
"It was a great thrill! First, exciting New York and then Bennington with its beautiful mountain scenery, where I was welcomed by officials from the 'Krene' products plant. My 'education' about plastic products had begun."



"One of the first things I saw showed why 'Krene' shower curtains keep lovely year after year. In this box, 'Krene' plastic fabric must stand days of constant exposure to a hot soapy spray... At the end of the test it must be clear and supple."



"'Krene' colors have to pass this tough test! First, blistering hot water... then blinding ultraviolet light over and over. No wonder water, soap and sunlight have a hard time fading 'Krene' brand plastic shower and window curtains!"



"This machine tests 'Krene' plastic fabric for strength. They tell me the plastic fabric in 'Krene' brand shower curtains is strong enough to bear the full weight of a grown man. That's stronger than any shower curtain has to be, if you ask me!"



"Heat-sealed seams are even stronger than the 'Krene' plastic fabric itself! They're next to invisible. Make a 'Krene' shower curtain look one-piece. The heat-sealing process was developed in the 'Krene' plastics laboratories."



"Hard to believe that's a plastic ruffle! Looks more like organdy, but wears almost like steel. And imagine never having to iron those ruffles! 'Krene' ruffled bathroom window curtains stay fresh... most dirt slides right off."



"So many beautiful printed shower curtains. I just couldn't pick a favorite! With 'Krene' printed shower curtains, the pattern won't fade or peel off, because only plastic inks are used and they literally become part of the fabric."



"Waterproof, mildew-proof... folds never stick together or cling! Most spots easily wipe off 'Krene' shower curtains. All 'Krene' plastic shower curtains, in prints or plain colors, have matching ruffled bathroom window curtains."



THE "KRENE" LABEL...
Your guarantee of quality

Always look for the "Krene" trade-mark... your assurance of beautiful plastic products, beautifully made. "Krene" brand plastic products are made by people who "grew up" with plastics... who are leaders in the plastics field. Each "Krene" product is individually tested... It lives up to its looks.

Shower curtains, bathroom window curtains, and aprons may be in your department store now. A growing list of beautiful, useful products is on the way.

BOOMING



THE TOWERS OF HOUSTON RISE RIGHT OUT OF THE LEVEL TEXAS PLAIN OVER WHOSE FLATLANDS THE GROWING CITY'S NEW SUBURBS SPILL LIKE LAVA. IN FOREGROUND,

TEXAS' BIGGEST CITY IS SUDDENLY GROWING BIGGER AND WEALTHIER

Oveta Culp Hobby, wartime head of the WAC and one of the first citizens of Houston, Texas, was asked recently how she liked the city in which she had spent much of her life. She gestured toward one of the scenes shown below. "I think I'll like Houston," said she, "if they ever get it finished."

Houston, which has almost half a billion dollars worth of building in progress or on the books, is undergoing one of U.S. history's spectacular booms. Houstonians deny that it is a boom, a word which

connotes unhealthily rapid growth, and it is true that Houston has always been in a position to make progress and money since it began 110 years ago on the edge of Buffalo Bayou. It lies in Texas' Cretaceous Gulf Plain on which cattle, cotton and rice thrive and below which, in great abundance, lie oil, gas, sulphur and salts. Lumber and real estate fattened early Houston wallets, then cattle and cotton swelled its bank accounts. In 1914, keeping time with the developing petroleum industry, the con-

FOLEY BROTHERS, Houston's first really big department store, will occupy this block-square site. It will be operated by a corporation which controls Bloomingdale's, Filene's,

CITY NATIONAL BANK'S new home, a picture of which appears over the sign (below), will be 24 stories high. The bank has temporary quarters in a garage.



HOUSTON



WHICH SHOWS HOUSTON'S SOUTH SIDE, IS AN UNBUILT-UP SUBDIVISION. THE SHIP CHANNEL'S INDUSTRIAL CONGERIES LIES EAST OF THE SMOKE WISPS AT RIGHT

version of Buffalo Bayou into a ship channel was completed. This brought ocean liners and freighters within the municipal limits of a city that is 50 miles inland, making it a seaport. To this happy situation Houston added a homegrown crop of old-fashioned millionaires, i.e., men as eager to make more millions as they are to boast of the millions they already have. They and World War II's industrialization completed Houston's progression.

A city of 138,000 in 1920, Houston today num-

bers 675,000 in its metropolitan area. It can claim to be the world's biggest oil port, the nation's biggest cotton market. A network of 268 oil fields lies within a 100-mile radius of it. Big refineries, chemical, synthetic rubber, steel and cement plants, many of them currently being enlarged, line the ship channel. Still more are moving into Houston. It looms as a future chemical and plastics center.

But bumptious Houston still shows signs of immaturity. Its leaders heartily welcome new factor-

ies but are something less than receptive to the organized labor to man them. It pays lip service to all racial and religious groups but in Houston it is well to be white and Protestant. Houston has been too busy for such considerations. Once it hoped to rival New Orleans' population. Now it has passed that, it is looking ahead at such cities as Cleveland and Los Angeles. Its hopes and ambitions have been spurred by Lloyd's of London, which has estimated that in 1980 Houston will have a population of 3,000,000.

NEW NURSES' HOME is being started on Louisiana Street. The cupolaed building is the Niels Esperson Building named by his widow for a wealthy oilman.



\$2,000 A FRONT INCH — \$3,000,000 in all — was price paid for this partly vacant property across from the new bank building. Scaffolding at left is for addition to another building.





HUGH ROY CULLEN, 65, probably Texas' greatest philanthropist and one of the wealthiest men in Houston, who reckons his fortune at \$100 million, made his money in oil. He is owner of Qantara Petroleum Corporation, once gave away \$1,000,000 in a week, richly endows universities that do not teach anything he regards as subversive.



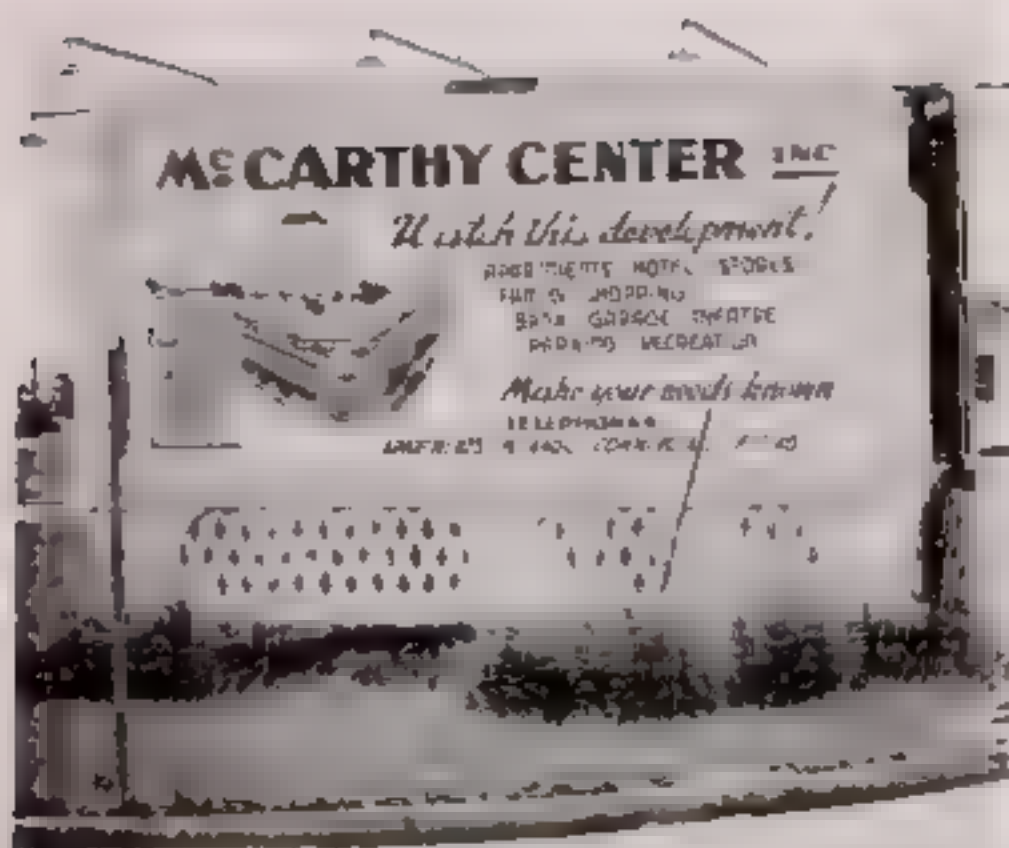
JUDGE JAMES ELKINS, 67 years old, whose title derives from an early post as Wilber County judge, is president of Houston's fastest growing bank, the City National, is a member of the board which governs Texas teachers' colleges, is still actively engaged in the practice of law. His clients are mostly oil, gas, utility, railroad and insurance firms.



WARREN BELLOWS is the contractor who is putting up many of Houston's office buildings, including the 14-story addition to Jesse Jones's National Standard Building on which he here is standing. When a 57-day strike recently halted all construction, Bellows helped lead an unsuccessful fight on Houston building trades union's.



THE HOBBYS, ex-Governor William P. Hobby, 68, and his wife, Oveta Culp Hobby, 41, who held a colony as a real of the WAC during World War II (note pointing), pose for a portrait in the offices of the Houston Post, morning paper they publish jointly. As governor, Hobby helped legalize women's suffrage, and rated free school books.



McCARTHY EXPECTS CENTER TO OPEN IN 14 MONTHS

WILDCATTER

BRAWNY GLENN McCARTHY EMBODIES CITY'S SUCCESS

Glenn McCarthy was born in an east Texas oilfield town to the creaking of a drilling rig. He started working on a pumpjack when he was 14, married an oilman's daughter. He saved enough running filling stations to begin drilling on his own, brought in his first well when he was 24. In three years his lone-wolf operations had earned him the title of "king of the Wildcaters" at this lost nation. By daring to drill deeper than experts regarded as sensible, McCarthy brought in well after unexpected well, profitably sent the Texas-produced gas to municipalities and industries.

Now 34, 170 lbs., gruff, eye, hard-drinking Glenn McCarthy is the biggest and most aggressive of Houston's freshman tycoons, who will take over where the Joneses and the Croys have left off. He does not advertise how many millions he has, but he recently borrowed \$22 million. He is the leading stockholder of Houston's Second National Bank, owns the 22-story Seall Building and is putting \$18 million into McCarthy Center, a real estate development which will include a hotel named the Shamrock, a 1,500 seat night club and an ice-skating rink. McCarthy admits that he is not sure all this will make any money but he and Houston needs it.



ON HORSEBACK, McCarthy led a parade and also a campaign to solicit \$500,000 for crippled children. got it



IN HIS NEW PLANE, a DC-3, McCarthy and Mrs. McCarthy (above) fly 275 miles to spend a weekend at the ranch with their five children and the valet's nurse. The plane contains a desk at which he can work.

WITH JESSE JONES (below) McCarthy plays golf every day on the terrace of Jones's apartment atop the Lamar Hotel, although almost all Texas both men prefer poker. Jones and McCarthy are personal and business friends.





RIVER OAKS contains handsome homes of traditional Southern architecture such as Gilman Dan Harrison's (above), as well as colonial, Spanish, English and Norman styles.



ROY CULLEN'S HOME (see p. 110) is also his hobby. Landscaping cost more than the house, whose big grounds are hedged by azaleas. Some reportedly cost \$1,500 each.

RICH HOMES AMBITIOUS HOUSTONIANS ASPIRE TO RIVER OAKS

Houston's Gold Coast is River Oaks, an exclusive residential area among whose stately cypresses and lovely magnolias, quail, cardinals and city's wealthiest families find refuge from Houston's 69.2° average temperature. In a handsome plantation-style home in River Oaks lives Houston's social leader, Ima Hogg, daughter of the late, extremely capable Governor James Hogg, whose bluff sense of humor apparently led him to choose Ima's name. Near Miss Hogg live her sister-in-law, Mrs. Alice Hogg, Hugh Roy


Cullen and many more. River Oaks residents live quiet lives, do their more ambitious entertaining at smart clubs or at the ranches, which are standard equipment for Houston's very well-to-do. Most Houstonians aspire and expect to live someday in River Oaks. A vivid example of that aspiration is the peanut seller who was recently offered \$10,000 for a piece of property he owned. He turned the offer down, sure the property would soon appreciate sharply in value, went on selling his peanuts at 10¢ a bag.



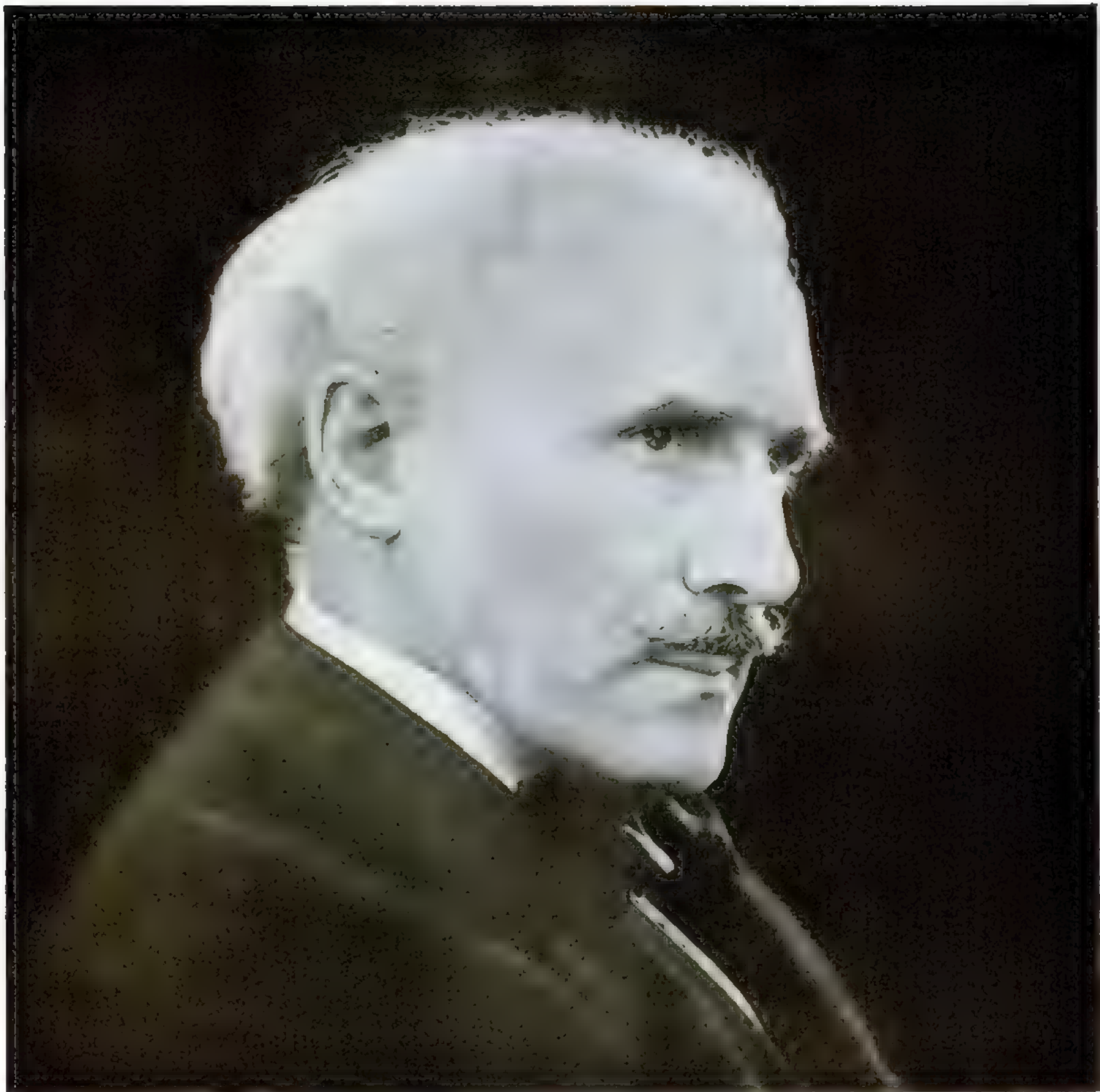
MOST EXCLUSIVE CLUB is the Bayou, which has only 130 members. The trio beside its pool are (from left) Barbara Braley, Gloria Lester and Josephine Mercemont.



MUSEUM OF FINE ARTS goes in heavily for works by Frederic Remington, painter of Western scenes such as *Leading a Comrade*, here styled by Howard and Susie Payne.



ALICE HOGG (RIGHT) ENTERTAINS GUESTS ON HER RIVER OAKS TERRACE



Toscanini CONDUCTS BEETHOVEN'S IMMORTAL FIFTH SYMPHONY

"Thus Fate knocks at the door," Beethoven said of the first four notes of his Fifth Symphony. Years later, these notes proclaimed "V for Victory" to a world at war. It is these moods, Fate and Victory, that Toscanini so

eloquently expresses in this recording. He conducts the NBC Symphony Orchestra in a performance that is thrilling in its beauty, its passion and power. RCA Victor Red Seal Album M/DM-640. \$4.85, exclusive of taxes.

THE WORLD'S GREATEST ARTISTS ARE ON **RCA VICTOR RECORDS**



SO THIS IS PEACE

To the top U.S. funnyman, the postwar world is a wacky one where everyone makes nonsense

by BOB HOPE

WE'RE at peace. We're not enjoying it, but we're at it. And it's sensational what can happen in just one year of it.

We have famine in the midst of plenty and plenty in the midst of famine. The United Nations held meetings. But the meeting nations were never united. Great Britain's lion turned on Russia. The Russian Bear tried everything but Unguentine on Byrnes. And the whole U.N. setup got a cut out of Connecticut.

But we're doing all right. As soon as the war ended, we located the one spot on earth that hadn't been touched by war and blew it to hell.

Actually the most startling thing peace did for us was to send our Army and Navy back to fighting each other. During the war they proved that a unified command was essential to victory. So as soon as there was enough freedom from fear to plan a unified command, the Army and Navy each set out to prove that it kept the other around just for laughs.

Don't get the idea I'm knocking laughs. Only there's a right way to get them and a wrong way to get them. And the way I get them, which is known as the Commando method, is strike hard and fast and get away in a hurry.

* * *

IN June 1946 we opened our tour in Spokane, Wash.—and I played for 11,000 paying customers and 3,000 of Bing's relatives. He drove in from a nearby movie location to lead them. From Spokane we started accelerating. And to give you an idea how fast we traveled, we left Spokane with two rabbits—and when we got to Topeka, we had two rabbits.

That kind of thing doesn't really tire me, though. I'd have stayed on the road another month but I had to get back to Hollywood to start a picture with Dottie Lamour, *My Favorite Brunette*. The opening scene shows President Truman waltzing with John L. Lewis. It's a fantasy. Remember those pictures that came out when they settled the coal strike? I mean where they were shaking hands? John L. with a lump of coal over each eye. And Truman with that Independence look . . . "laughing on the outside, crying on the inside."

People said we were silly to make a trip that would take us through the Middle West and South in June. By the time we hit

IS HOPE FUNNY?

Bob Hope is the No. 1 U.S. funnyman. On the radio and in movies he convulses millions weekly. His personal-appearance tours of Army posts in U.S. and abroad made him the GIs' favorite. Two years ago 1,600,000 U.S. readers rushed to bookstalls and drugstores to buy his book, *I Never Left Home*, from which LIFE published excerpts (Aug. 7, 1944). In the face of such a weight of evidence, only brave or foolhardy people still ask whether Hope is really funny. At least the sea of gags poured forth by Hope and his assembly line of assistant funny-men represent the popular standard of U.S. humor. Herewith LIFE presents excerpts from Hope's new book, *So This Is Peace* (Simon & Schuster; cloth, \$2.50; paper, \$1).

AS MASTERS MIGHT PAINT HOPE



REMBRANDT'S HOPE, by Lew Glanzman, puts Bob's face in master's portrait.



GOYA'S HOPE shows him hopefully nuzzling one of artist's seductive Spanish ladies.



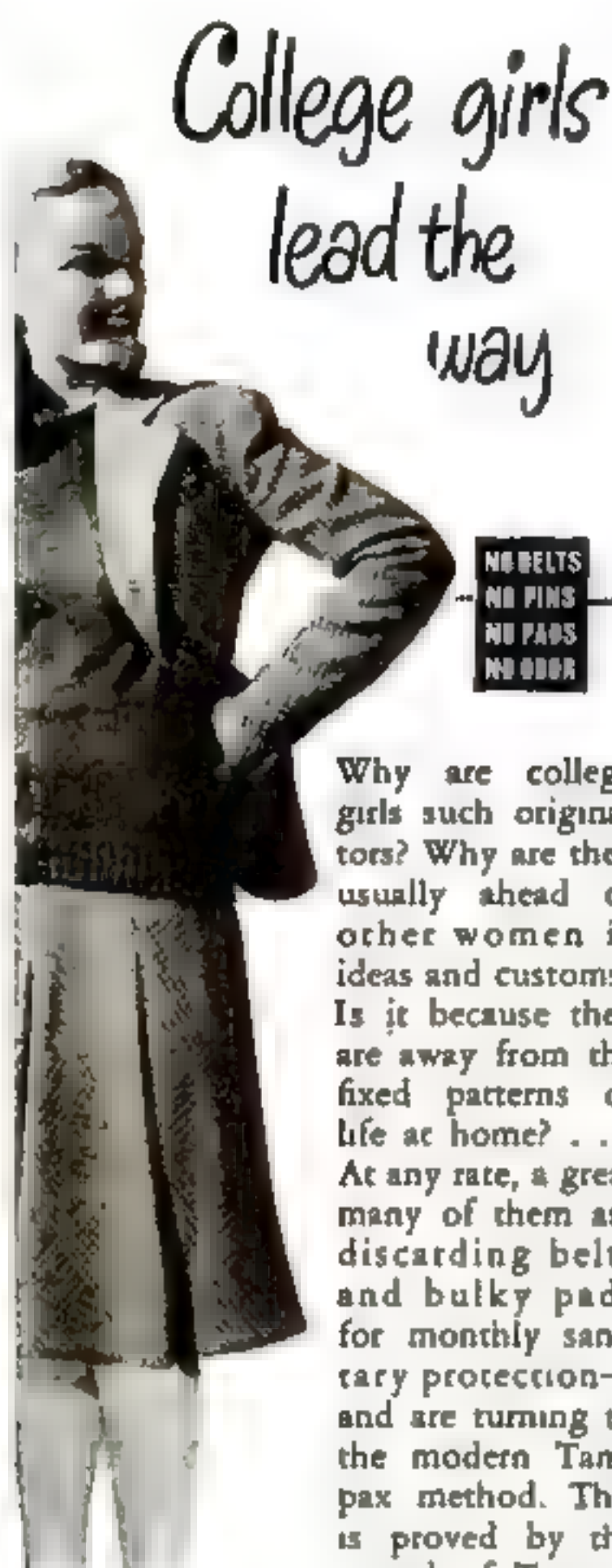
DORE'S HOPE shows him as Baron Munchausen, whose tall tales Dore illustrated. Hope's boar is far smaller than baron's. Glanzman, who did these drawings, illustrated Hope's book.



DAUMIER'S HOPE casts him as a French aristocrat with designs on pretty young client.



PICASSO'S HOPE is done in artist's early cubist period, but Hope is still recognizable.



NO BELTS
NO PINS
NO PADS
NO ODDS

Why are college girls such originators? Why are they usually ahead of other women in ideas and customs? Is it because they are away from the fixed patterns of life at home? . . . At any rate, a great many of them are discarding belts and bulky pads for monthly sanitary protection—and are turning to the modern Tampax method. This is proved by the record of Tampax

sales in women's college towns!

Tampax is truly a modern product, invented by a doctor to be worn internally. No external pads. No supports. Nothing to hamper or chafe . . . Made of pure long-fiber cotton compressed in easy-to-use applicators, Tampax is invisible and unfelt when in place. It requires no sanitary deodorant . . . Changing is quick and disposal trouble practically disappears.

Active, busy women find that Tampax leaves them free and unhampered. Also stops worry about bulges and edgelines. Sold in 3 different absorbencies—Regular, Super, Junior—at drug stores and notion counters. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED —LFE-21-106-Y
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

PEACE CONTINUED

Oklahoma it hadn't rained in so long the trees were chasing the dogs. And when we got to Nebraska it was so dry they had to put the stamps on the envelopes. So maybe we were silly. But so was the rest of the country. They came to see us.

But if the country was silly the way it spent money for entertainment, it was only being consistent with its political activities. Congress wanted to kill the OPA, so they passed a bill to extend it. And the President wanted it continued, so he vetoed the bill. Everybody suddenly became so interested in politics that the Republicans split into two groups, the Reactionaries and the Liberals; and the Democrats split into two groups, the Liberals and the Bilbos.

* * *

SO nobody would be embarrassed by the fact that I didn't have a ticket, I sneaked in to the Democrats' Jackson Day Dinner. And before we started discussing Truman's fancy necktie, I met one Cabinet member and said to him, "I didn't know you were from Missouri."

He drew me aside and whispered, "Don't tell Harry, but I just happened to be going through on a bus."

Of course the President played the piano. This surprised me because it was after he'd signed the anti-Petrillo bill and Caesar still let him perform. It was the first time I'd heard Harry play and I must say he plays very well. Much better than my haberdasher. . . . But I must confess, it was quite an impressive sight to see the president sitting there, playing *The Missouri Waltz*, and then look out the window at Harold Stassen marching up and down outside singing *It's Been a Long, Long Time*.

But I'm really not interested in politics. It's just that my friendship with Crosby brought me in touch with the old Whig party.

Actually, both parties are very worried. Everybody's so loaded with that government lettuce he can't spend that there's nothing the Republicans can promise. And all the Democrats have to do is explain why the Republicans won't sell it.

But with the people's pockets crammed with happy cabbage, the busiest key on the cash registers continues to be No Sale. And the consumer who expected a little courtesy when the war ended is getting what he expected . . . little courtesy.

* * *

NINETEEN hundred and forty-six will go down in history as the year you looked for a haberdashery shop by hunting up a dark store with two clerks sitting behind empty counters playing gin rummy so they wouldn't hear the crowd of civilians in shorts pounding on the doors. And if you peeked into



AN OLD LANDMARK in Cleveland turns out to be happily married.

one of these men's clothing stores and saw three worried looking gents trapped in their long underwear gazing at empty racks, the three men were probably Hart, Schaffner and Marx.

For four long years of war, our advertisements and radio commercials were filled with promises. During the first year of peace, the promises were filled by advertisements and radio commercials. Almost the only way a woman could get a pair of nylon stockings was to appear on a quiz program. But I suppose nylons will be back by 1947, so I'll probably have to take a loss on that silkworm I've been feeding since 1942.

* * *

WE were told that reconversion would be rapid and that before we knew it, postwar cars would be pouring off the assembly lines. . . . New cars are coming off the lines so slowly that it'll probably be well into 1947 before anyone except a Norwegian can honestly say Fjord's out front.

But the 1947 jobs are really wonderful. One model actually makes it easier for you when you pass a blonde. The headlight squirts Sen-Sen and your right fender turns into an iron claw that grabs her and throws her into the back seat.

And those are only a few of the available gadgets. Cars assembled specially for California have sun-ray lamps instead of fog lights, so

CONTINUED ON PAGE 122

'INVISIBLE' LIQUID
promptly relieves misery of
SKIN RASHES

Also Aids Healing

To promptly relieve itching, burning of skin rashes, Eczema, Athlete's Foot and similar skin and scalp irritations due to external cause—apply wonderful medicated liquid Zemo—a Doctor's formula backed by an amazing record of 40 years' continuous success.

Apply invisible Zemo any time—it won't show on the skin. The first trial of Zemo convinces. All drugstores, 8 sizes.

ZEMO



"I won't take this mask off until he uses Marlin Blades!"

Made of finest steel, scientifically sharpened and honed; guaranteed by The Marlin Firearms Co.

OTIS

UNDERWEAR AND HOSIERY
for men and boys

Quality underwear means longer wear. Full size means comfort. For a little extra warmth ask for OTIS WINTER-WEIGHTS.

OTIS UNDERWEAR
57 Worth St., New York

COUGHING
FROM A COLD?

Remember
"there are no better
Cough Drops
than **LUDE'S**"

Medicated for
SANDPAPER THROAT

LUDE'S
COUGH DROPS

5¢

Menthol or Honey-Licorice

“Tenderly she touched all things—
with *Soft Hands*, pale as dove's white wings”



Hands that rule the dishpan can still rule hearts as well!

Don't fret and stew because daily dishwashing is giving your hands a "scrub-worn" look. Do get yourself a jar of Pacquins Hand Cream. This snow-white, fragrant cream is a genius for helping keep your hands happy—softer, whiter. Treat red, roughed-up, dry hands to evening care with Pacquins. See how quickly they take on a "lady of leisure" look!



First made for the special needs of Doctors and Nurses—

Doctors and nurses scrub their hands in hot, soapy water 30 to 40 times a day. So they need more than just an ordinary preparation to help combat dryness and roughness. Pacquins, first formulated for doctors and nurses, is *super-rich* in skin-softening ingredients. This fluffy light cream quickly helps give hands a smoother, softer look that lasts and lasts!

• Did you know that Pacquins is used by more hands than any other hand cream in the world? Well it is! And that's because Pacquins is wonderfully effective. So pleasant to use too. It's not sticky or greasy.



Pacquins HAND CREAM

AT ANY DRUG, DEPARTMENT, OR TEN-CENT STORE

It's easy to see....

There's something fine about Sportsman pipes. That unique, natural-burl finish, for one thing. But men who know pipes find still further evidence of quality. Like Sportsman's generously sized bowl and shank. All fine imported bruyere, of course—with extra thickness where you need it most—to absorb the heat and cool your smoke. If it's long, sweet smokes you want—and many of them—just put your tobacco in a Sportsman.

SPORTSMAN

Champion of Pipes



From \$5 to \$15 in a wide range of shapes and styles, at better stores.

JOHN HUDSON MOORE, INC., 66 FIFTH AVE., NEW YORK 22

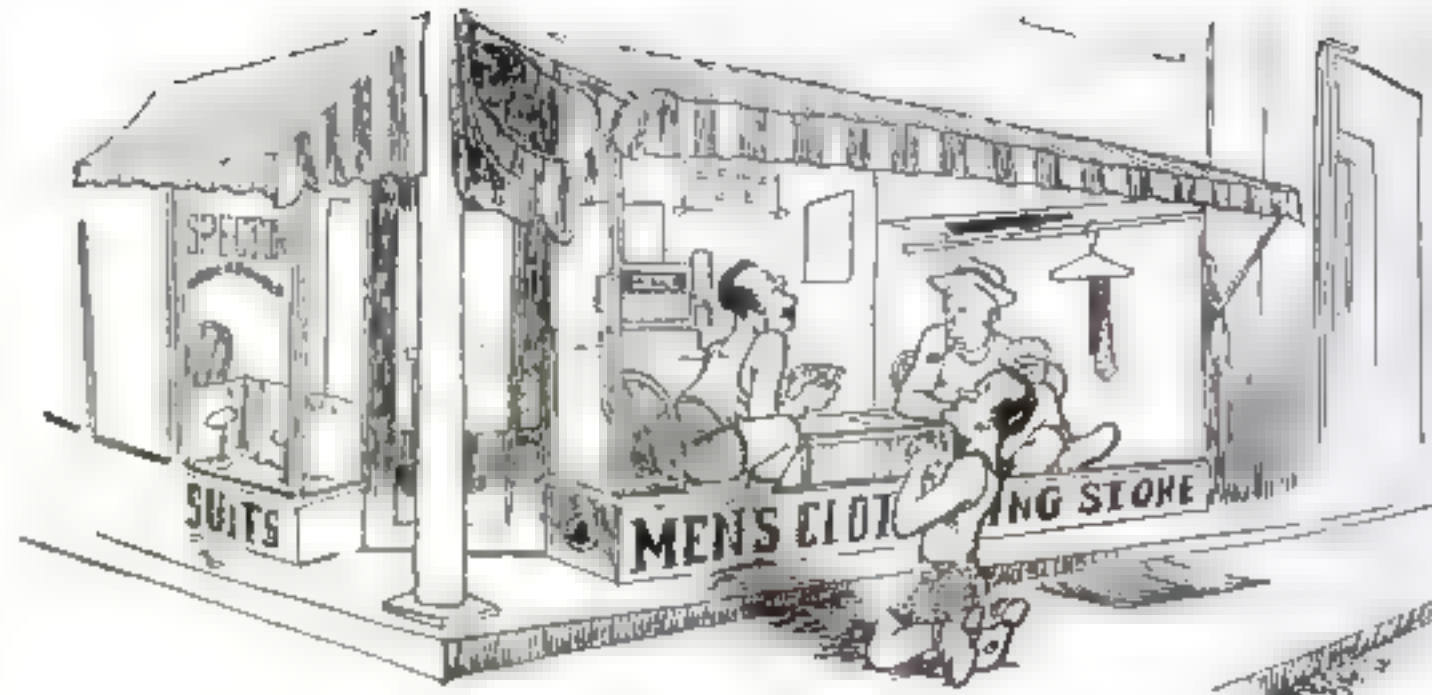
WORKS MAGIC IN KITCHEN OR BAR



Shoulders a hundred and one kitchen tasks that make cooking a chore—adds delightful new variety to your menu. Just flick a switch and it turns fruits, vegetables into delicious, vitamin-rich drinks! Purees vegetables! Whips cream! Grinds coffee! Shaves ice! Makes wonderful frozen daiquiris, juleps. No attachments needed. Reserve one now!

KNAPP-MONARCH CO., St. Louis 16, Mo.

Mfrs. of Knapp Shavers, Therm-A-Jugs, Sparklets, Magik Mist, Moth Vapor.



SHORTS-CLAD CUSTOMERS, like Hope, begged haberdashers on bended knee to outfit them with civvies. Haberdashers went on playing gin rummy.

PEACE CONTINUED

that when you hit a pedestrian he can get a tan on the way down. Another new gadget is the thing that makes it possible for you to park near a fire hydrant. You just back in wherever you want to and if there's a hydrant there, an automatic radar-operated arm shoots out and saws it off. Some civic officials feel this arrangement is all wet.

Not only have they installed push buttons for raising and lowering the windows and raising and lowering the top, one company even offers you a car with a button that raises and lowers the payment. It calls your friends and raises it, then sees the finance company about lowering it.

And the center of gravity's so low I'm going to have to shorten the string on my yo-yo three inches. Of course they're only giving four tires with the new cars. So I'll keep my five old tires. The one around my waist and the four on my old car.

They're so tattered that every time I run over a pedestrian, my tire punishes him for being careless by giving him 15 lashes. Actually, I guess I'm the only driver in Hollywood who got more than 5,000 miles on his spokes. That's as good as anyone's ever done with a Cadillac. I have a Cadillac 16. Of course I didn't get it until '19.

It has four speeds: first, second, third, and kneel on the running board and push with the other foot.

* * *

DURING the war we'd leave Hollywood every week to do our broadcast at some camp. Maybe we'd fly for six hours just to do a show in Denver. Imagine flying six hours from Hollywood to do a half-hour show in Denver. But things are different now. Much more easygoing! Now if we fly six hours from Hollywood we get to Cleveland.

Cleveland, that's the town I left to make a name for myself. I didn't like the names they were calling me there. But I really look back happily on those days that have gone by. Happily because they've gone by.

Nobody believes me when I tell them that back in those early days in Cleveland, John D. Rockefeller and I were business acquaintances. It's really true. I was in the newspaper business in those days. I sold them. And John D. used to patronize my stand on Euclid Avenue.

I can still remember one snowy winter evening when John D. handed me a \$10 bill. "I can't break this," I said, figuring he'd tell me to keep the change. He said, "Get the change!"

I said, "I'll trust you for the 2¢."

J. D. said, "Son, always do business on a cash basis. I'll wait here while you run across the street for change."

So while I ran across the street and lost about five sales, John D. Rockefeller stood waiting in the snow. I always felt he might have sold a few *Plain Dealers* instead of just standing there. But then, maybe he didn't think I could afford to pay his salary.

* * *

MY arrival in Cleveland had been arranged to coincide with its Sesquicentennial celebration. And there were signs everywhere saying, "A hundred and fifty years old!" I'm still trying to find the guy who put them all under my pictures. I told Skinnay Ennis I'd show him the street I was born on. He said, "What was the matter, couldn't you afford a hospital?" So I explained that Cleveland had very long traffic signals.

Of course I tried to visit the house I was born in. It was a humble little three-room cabin . . . kitchen, bedroom and a long walk.

CONTINUED ON PAGE 123

The Blend

that has started a

NEW AMERICAN CUSTOM!

The sugar-sweet juice of Florida's tree-ripened oranges blended with the fruity tang of Florida's grapefruit juice! In handy cans all ready to serve. Delighted women are not only serving big MAN-SIZE glasses of it for breakfast, but as an appetizer—a refresher—a thirst-quencher—any time of day. And how everybody loves it!



What a *Helping Hand* in saving

time and labor and cash . . . and in fighting infections, colds, and fatigue . . . with abundant **VITAMIN C**

TRY ALL these Juices and Fruits
ALL are Delicious!

Florida Canned Orange Juice

Florida Canned Grapefruit Juice

Florida Canned Grapefruit Sections

• In handy cans all ready to serve—you can buy the refreshing juice of Florida's luscious fruit most inexpensively. And all the squeezing and straining has been attended to. Just open the can and pour.

Here's a Helping Hand in preparing meals—in awaking good morning appetites.

And best of all, this healthful juice—so rich in vitamin C—gives a Helping Hand in building health . . . in fighting infections, colds, and fatigue. It's a Helping Hand you'll want to reach for every single day!

• FLORIDA CITRUS COMMISSION • Lakeland, Florida

Canned
FLORIDA ORANGE-GRAPEFRUIT
BLENDED JUICE

We challenge any shaver to match this new Schick

Now that you can have your choice of shavers again, it's smart to be choosy. So ask yourself these questions when you pick a new shaver:

Will it give a quick, close shave the first time you use it? Schick does. No skill required. No break-in period. The very first time you glide the business end of this Schick Super over your face, it leaves your skin smooth and whisker free—long hairs, short hairs, stubble—all gone!

Does it burn—leave your skin smarting? The Schick leaves your face wonderfully cool. *No nick! No burn! No tricks to learn!*

How much power does it have? Schick has plenty—and without unnecessary bulk or noise. The accurately engineered and beautifully balanced Schick motor has abundant power—does its job with a gentle hum, and no hand-tickling vibration.

Does it fit your face? The Schick shaving heads are so compact they fit any part of your face—your upper lip, your neck, everywhere whiskers grow.

Does it handle comfortably? Schick does. It's compact, streamlined, balanced to fit your hand perfectly for easy shaving.

Is it easy to clean? Schick is. Whisk-Its are firmly hinged—catch all beard clippings—snap wide open for easy cleaning.

Make these checks for yourself, and be sure of the world's best electric shaver.

SCHICK INCORPORATED, STAMFORD, CONN.



SCHICK
Electric
SHAVER
AND SHAVEREST

Shaverest—Trademark Schick Inc.

PEACE CONTINUED

And when I walked through my old neighborhood a lump was in my throat. It was the only safe place to carry my wallet.

Naturally, I went back and paid a visit to my old school. I went to my old third-grade room. I sat at the same desk. And there was the same old inkwell . . . the same old primer . . . and the same old shaving kit. They're very proud of me at that school, though. Yes, sir, and over my old desk it says, "Bob Hope slept here."

I spent a whole afternoon just wandering around Cleveland, looking up old landmarks. And I was surprised to find how many of them were married.

* * *

I DIDN'T realize how much demobilization meant to the gals until we played San Diego Naval Training Station one Tuesday after V-J Day. It was a coming-out party for 3,000 Waves who were being "pointed" out of the Navy.

A Wave, as I've explained many times, is an old salt in a new shaker, who goes down to the sea in slips.

Every one of those gals had enlisted to release a man for active duty, and every one of them wanted to get out of the Navy and start looking for him. I wouldn't say they were all thinking about getting married, but I dropped a nickel in a pay phone near the Wave barracks and the gong played Mendelssohn's *Wedding March*.

There was a story going around that a civilian stopped in front of the gate to tie his shoe and by the time he got up off his knee he was married, had spent two weeks at Niagara Falls and had made the first three payments on a honeymoon cottage.

A gal in the WAC told me that most of the girls had been in service so long they were really tired of taking orders. They wanted to get married and start dishing it out. The only use they had for the word "obey" was if it had "love, honor, and" in front of it.

And, of course, they were interested in getting back into civilian clothes. One San Diego dress shop had to have the porter spend the first two hours every morning scraping lipstick off the show windows.

The Wacs weren't particularly interested in stuff by Adrian or Schiaparelli. Any one of them would have been willing to climb into something by Pillsbury, had they been able to find a flour bag that fit.

But they had to be careful about clothes. I heard about one Wave who got out, bought herself a pair of high-heeled shoes and blacked out from the altitude. Women are really strange. They talk about fancy clothes and yet most of those Waves, when they got discharged, actually went right out and bought themselves slacks. I can't figure out women. But I love playing around with the combination.

There were a couple of odd cases among the Waves being discharged. One ex-yeoman went back to her job as secretary, but she'd become so indoctrinated by the Navy that her boss had to sew three gold stripes on his sleeve before she'd sit on his lap. Another gal, trying for her discharge, paid some phony guy 50 bucks to act as her husband. But they found out about it and threw her into the brig. So I gave her back her money. It seemed like the only right thing to do.

* * *

EYE doctors reported an epidemic of people complaining of spots before their eyes. And after looking into the cause, they decided that the only way to end the epidemic was to forbid veterans to wear their jungle clothes on the streets.

Some of the men shopping for clothes in Hollywood had a little trouble. They were so used to getting their stuff from a supply sergeant that the clerks had to throw the suits on the floor before they could get the guys to try them on. One of them climbed into the first civilian suit he'd worn in four years and the padding in the coat almost drove him crazy. He kept twisting and ducking all over the store, trying to shake the MP's hand off his shoulder.

Little habits like that are hard to abandon. A marine who'd spent three and a half years fighting Japs in the jungle must have been slightly touched by his experiences because, when the clerk handed him a tweed coat to try on, he spent three quarters of an hour searching through the fuzz for snipers.

CONTINUED ON NEXT PAGE



Clear eyes... should be treasured!

You know your eyes lose all their attractiveness when they're strained and tired. But do you know the most pleasant, easy way to keep them clear and refreshed? It's with delightfully soothing Eye-Gene.

Just two drops of safe, colorless and refreshing Eye-Gene quickly clears away that tired look when your eyes are strained from reading, close work, sun glare, the movies—from driving—late hours, over-indulgence, or smoke. Eye-Gene contains Lexatol*, an ingredient not found in any other

eye lotion, which makes Eye-Gene so effective so quickly!

Today, at your drug store or toiletry counter, remember to ask for gentle Eye-Gene in its handy eye-dropper bottle. Eye-Gene is safe, pleasant, easy-to-use...comes in 20¢, 60¢ and \$1 sizes.

EYE-GENE

eye drops

*Registered Trademark

BEST FORM

Girdles
Brassieres
All-in-ones

*no finer fit
at any price*





Healthknit
MAC DEES

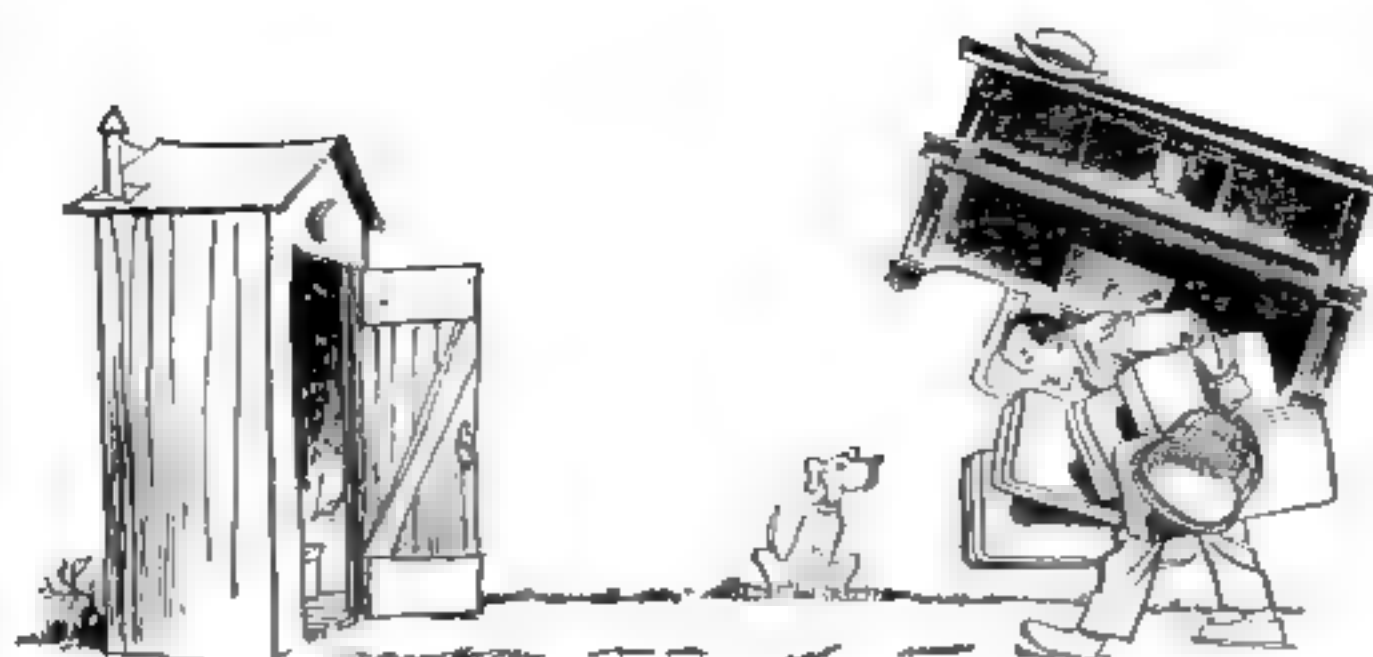
For Double Your Comfort

...THE KNIT-TO-FIT WINTER WONDER-WEAR!

1. You're comfortable from the waist up because the exclusive Kut-Ups feature keeps the shirt tucked in. It can't bunch!

2. You're comfortable from the waist down because the Camisleeve action built into the bottoms gives you firm yet gentle support. No bind, no chafe, no buttons! And MacDee's full elastic waistband means a snug, perfect fit.

MacDees' fine, close-knit combed yarns wear and wear, too... laugh at launderings. Ask for MacDees—the Healthknit wonderwear—now at your favorite store.



THE OUTHOUSE is the last resort for the homeless. Smart farmers sit out back with their shotguns on Halloween to forestall interlopers like Bob Hope.

PEACE CONTINUED

There really was a terrible shortage. Conditions actually got so bad that things like this happened. A Navy flier was trying on a brown suit. Hardly any alteration was needed on the coat and the ensign seemed thoroughly satisfied with the way the pants fit. But the clerk said, "Don't you think the trousers are a little large around the seat?" and the tail gunner stuck his head out and said, "Mind your own business. I need room too."

* * *

AS soon as V-J Day turned into yesterday, everybody started talking about what nobody has yet called N-Day—that certain day when we were all suddenly and miraculously supposed to be "back to normal."

In all our postwar travels we were always finding different groups of people fighting for what they called "normal." Normal being what they wanted. They didn't see anything unusual in that. But the group they were fighting always called them a pressure group. One Navy nurse I first met in Honolulu and talked to again in Des Moines told me her only beef about all the pressure groups was that there were so many of them a housewife still couldn't walk into a store and buy a pressure cooker. Pressure cooker... that's a pot that only takes two minutes to cook your vegetables and blow the roof off your house.

Dolores tells me you can cook peas in a pressure cooker almost as fast as you can open a can. She says the fast-cooking steam seals in the vitamins. I always thought vitamins came from pills. The pressure cooker, I'm told, is just a postwar discovery that proves how unhealthful old-fashioned cooking was. It was so bad I'm actually afraid to eat a pie like Mother used to make. And I was afraid to eat it when Mother used to make it. The only thing Mother ever cooked successfully was Father's goose.

Next to a pressure cooker—that's Hope with a safety valve—the things the gals like best are their deep-freeze units. They're really wonderful and a big improvement on the refrigerator. It took women a long time to become emancipated from the icebox and the nuisance of that steady drip on the back porch. Then came the electric refrigerator and those long lonesome mornings. Now with the deep freeze, everything is back to normal. Just as the icebox worked only if the iceman came every day, the deep-freeze unit works only if the appliance man comes every day. And the finance man once a week.

But the average GI won't have any trouble with the gadgets that go into a modern home. If he can find the door they go into. I got a load of one of those round Dymaxion houses in Kansas City. In case you haven't seen one, they're like a merry-go-round and instead of having a foundation they're suspended from a center pole like a tent. The outer, circular wall is practically all glass. This is fine to let in sunlight. But there's always the question whether the age of the Atomic Bomb is the ideal time to live in a glass house.

The only really bad feature of the round house is that all the rooms, including the bedroom, are wedge-shaped like a piece of pie. And it seems to me psychologically wrong for newlyweds to start their honeymoon in a triangle.

* * *

I HONESTLY didn't realize how serious the housing situation was until the day I walked up to a phone booth and saw a guy in it depositing a hatful of nickels. I said to him, "Brother, you must be calling China."

He said, "No. I'm just paying my rent."

I heard of one veteran who didn't have any trouble finding a place to live. His experience just shows you, you have to be prac-

IT'S WONDERFUL THE WAY
CLOROX REMOVES STAINS!

YES, AND CLOROX
MAKES TOILET
BOWLS FRESH,
SANITARY, TOO!



IT'S EASY to remove stains from toilet bowls and make them fresh, sanitary... just use Clorox! It's important, too, for toilet bowls may be breeding places for disease-spreading germs... and Clorox provides hygienic cleanliness. Use Clorox in routine cleaning of tile, enamel, porcelain, linoleum, glass, wood surfaces. Clorox is invaluable in laundering, also. It makes white cottons and linens fresh, sanitary, snowy-white (brightens fast colors). Directions on the label.

AMERICA'S FAVORITE BLEACH AND
HOUSEHOLD DISINFECTANT

CLOROX

FREE FROM CAUSTIC

Years of unsurpassed quality and performance have made Clorox the choice of millions... it's always uniform... it's always dependable!

ALMOST INCREDIBLE NEW
scientifically compounded treatment for
**SKIN
ERUPTIONS**

Ting works while it
helps hide them!

You simply apply TING to pimples, let it dry—and whisk off excess powder. TING is both fungicidal and germicidal—often works wonders for externally caused pimples. Even if other products have failed, ask your druggist for new TING antiseptic medicated cream. Stainless, greaseless. Only 50¢.

PHOTOGRAPHERS:
**New! Print Photos on
Almost Any Surface!**

Amazing new emulsion sensitizes almost any surface, any size. Print photos on wood, glass, metal, china, walls. Apply in one coating with brush or cloth. Use ordinary dark-room equipment. Contact or projection. Get free booklet from your dealer. The Glenn L. Martin Co., Baltimore 3, Md.

ASK YOUR DEALER ABOUT
Glenn L. Martin

MULTI-MULSION

KILL INSECTS
THIS CLEAN, EASY WAY
ROACHES • WATERBUGS
SILVERFISH • CRICKETS

Put sanitary GATOR anywhere. Easy to use. No dusting, no spraying. Clean—cannot be tracked or blown onto food. Insects eat bait in protective tube—and die! Long lasting service. Drug, grocery and other stores stock GATOR, or can get it for you. Over 20 million sold. Buy GATOR ROACH HIVES today! Dr. Solo Chemical Co., Arcadia, Florida



CONTINUED ON PAGE 128

America finds a new, easy way to save

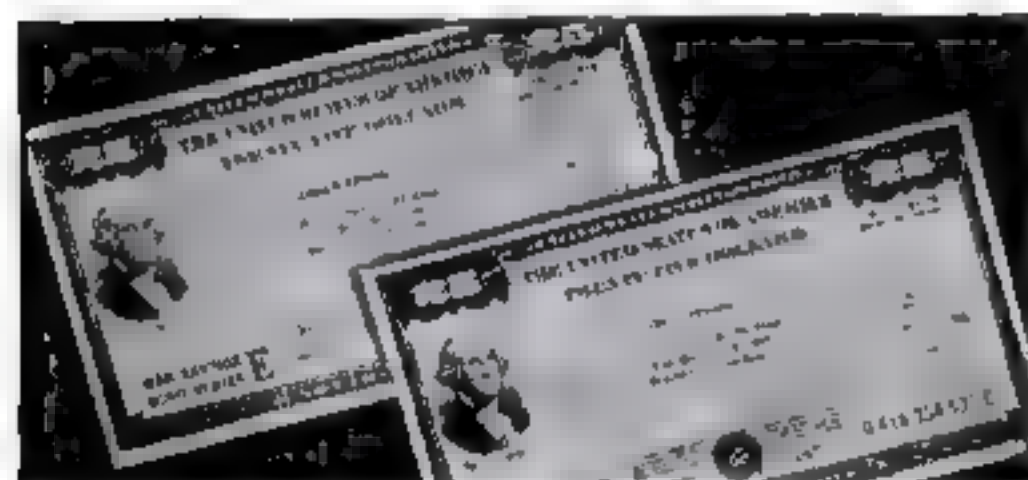
OUT of the war has come one blessing—a lesson in thrift for millions of those who never before had learned to save.

Enrolled under the Payroll Savings Plan in thousands of factories, offices, and stores, over 27 million American wage earners were purchasing "E" Bonds alone at the rate of about 6 billion dollars worth a year by the time V-J Day arrived.

With War Bond Savings automatically deducted from their wages every week, thrift was "painless" to these wage earners. At the end of the war, many who never before had bank accounts could scarcely believe the savings they held.

The moral was plain to most. Here was a new, easy way to save; one as well suited to the future as to the past. Result: Today, millions of Americans are continuing to buy, through their Payroll Savings Plan, not War Bonds, but their peacetime equivalent—U. S. Savings Bonds.

Accumulating steadily and surely in America's Payroll Savings accounts is the money to pay for all those long-awaited postwar possessions—the millions of new homes, new automobiles, new home appliances.



From war to peace! War Bonds are now known as U. S. Savings Bonds, bring the same high return—\$25 for every \$18.75 at maturity.



Out of pay—into nest eggs! A wage earner can choose his own figure, have it deducted regularly from earnings under Payroll Savings Plan.



New homes to own! Thousands of new homes, like this, will be partially paid for through Bonds wisely accumulated during the next five to ten years.



Keeping cost of living in check! Buying only needed plentiful goods and saving the money which would bid up prices of scarce goods keeps your cost of living from rising. Save automatically—regularly.

Weekly Savings	SAVINGS AND INTEREST ACCUMULATED	
	In 1 Year	In 10 Years
\$ 2.75	\$195.00	\$2,163.45
4.25	325.00	3,607.34
7.50	390.00	4,329.02
9.38	487.76	5,416.97
12.50	650.00	7,217.20
15.00	780.00	8,640.42
18.75	975.00	10,828.74

Savings chart. Plan above shows how even modest weekly savings can grow into big figures. Moral: Join your Payroll Savings Plan next payday.

SAVE THE EASY WAY...
BUY YOUR BONDS
THROUGH PAYROLL SAVINGS

Contributed by this magazine in co-operation
with the Magazine Publishers of America as a public service.



Get faster, closer **SCHICK** electric shaves with new preparation

• Now you can get quicker, longer-lasting shaves from your Schick Electric Shaver—with sensational new Letric Shave. Just dash a few drops on your face *before* shaving.



FASTER SHAVES!
Evaporates perspiration—lubricates

Letric Shave evaporates sticky, shaver-clogging perspiration—cuts down "shaver drag."

CLOSER SHAVES!
Conditions beard—softens wiry whiskers



Letric Shave takes the "fight" out of tough whiskers—helps you get a longer-lasting shave.

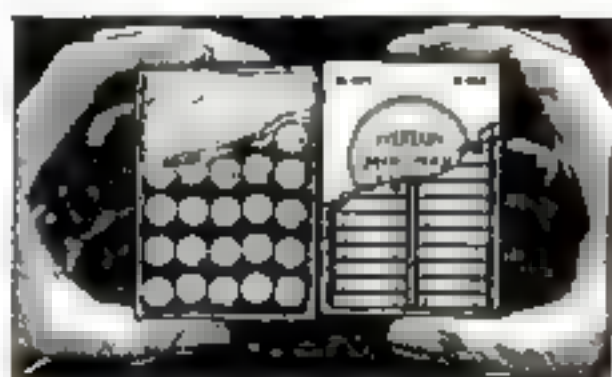
Free sample—Use Letric Shave with any make of shaver. On sale at dealers' everywhere—or send name and address to The J. B. Williams Co., Dept. LE-8, Glastonbury, Conn., for generous trial bottle. (Offer good in U. S. A. only.)



Letric Shave

Makes electric shaving easier

A Fact About HEARING AIDS!



• The best hearing aid performs no better than its battery. With "Eveready" "Mini-Max" batteries, flat-cell construction fills *all* spaces with energy-producing material, rather than with pitch or paper fillers needed with round cells. The result is *more* energy and *longer* life. Get "Eveready" batteries—*save money every hour of use.*

NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation

UCC

The registered trade-marks "Eveready" and "Mini-Max" distinguish products of National Carbon Company, Inc.

EVEREADY
TRADE-MARKS
MINI-MAX

PEACE CONTINUED

tical. After looking for an apartment for a few days, he decided to face facts. So he nailed his medals together, had a roof put on and moved in. He papered the walls with his campaign ribbons.

Of course just any place won't do for a lot of these men. They have very definite ideas of what they want and really need to be comfortable. And they certainly deserve to be comfortable after what they went through. So until they find what suits them perfectly, they keep searching. A kid who lives near me in North Hollywood, who was a ball-turret gunner for three years, couldn't find what he wanted until someone was kind enough to rent him his goldfish bowl.

Actually, I guess Hollywood is really trying to do something about the housing shortage. There's the Rodger Young Village of Quonset Huts, and, besides that, Hollywood is the only place where people who live in trees have a "share-the-limb" plan.

Although, when we played Tacoma, Marine Sergeant Jimmy Sames showed us 30 or 40 brand-new homes, all beautifully painted green to match the lumber they were made of. Jimmy admitted the lumber he put into his houses was green. But he said he played fair with the people. He gave them each a brand-new set of pruning shears.

One GI said he was tickled to death that his three-room bungalow was built of green lumber. In one year it grew into a 10-room boarding house and bore four prefabricated garages at harvest time.

* * *

BUT the prefabricated houses are really cute. I saw a lot of different kinds. They come in several styles. Some even look like houses. They can be put up in anywhere from two to ten hours by three strong men and brought down in anywhere from five to ten seconds by one strong wind. Somewhere along our route I saw an ad for a prefab house that said, "Anyone who can change a tire can put up this house." That didn't sound like a house. It sounded more like a flat.

But if prefabs are the answer to how to scrap the no-vacancy signs, I'm for them. I sleep so much better indoors.

And the situation is so bad it's beginning to affect the farms. People are going farther and farther to find a place to live. Last Halloween most of the smart farmers hid out in the back with their shotguns. They weren't so much afraid some kid would overturn the little house; they were afraid some family might move in.

* * *

BACK in May 1946, I walked into a restaurant in San Francisco, picked up a menu and saw "Broiled halibut... \$7.50." I knew the price of living was going up, but that was more inflation than we had even in Hollywood; so I called the maitre d', pointed to the price of halibut, and said, "How about this?"

He shrugged his shoulders and answered, "What can we do? Since Greer Garson fell in the ocean, you can't even look at a flounder."

This was right after Metro-Goldwyn-Mayer started advertising, "Gable's Back and Carson's Got Him." Maybe it was Clark, struggling to get away, that made Greer lose her balance and fall into Carmel Bay. I'm told the people up around the Monterey Peninsula got so much publicity out of her dip that they're thinking of changing the name of historic and beautiful Point Lobos to Garson's Plunge.

But that "Gable's Back and Carson's Got Him" routine was really started by me. Right after V-J Day I returned to Hollywood and sent Paramount a wire saying that, like Lassie, I'd come home. They immediately took trade-paper ads announcing, "Hope Is Back and Who Wants Him?"

* * *

P.S. Well, that's it. . . . Peace and a few of the events leading up to it. If some of it sounds dizzy, it's only because I wrote it while following my nose.



Carry Handy
Inhaler For

**COLD-STUFFED
NOSE**



Gives Greater Breathing
Comfort . . . in Seconds!

It's small . . . it's handy . . . so
packed with effective medication
that just one whiff makes nose
feel clearer *in seconds!* Try it.



Use as
often as needed

SOOTHE THROAT!
Relieve Coughs
due to colds



MADE FROM
Imported
BRIAR

Weber offers you
genuine imported
briars, with un-
matched sweet smok-
ing quality—fine
outstanding pipe
designs \$3.58 to
\$10 . . . at leading
tobacconists.

\$5

GOLDEN WAMUT

WRITE FOR FREE
ILLUSTRATED BOOKLET,
"Facts About Imported
Briar Pipes."



C. B. WEBER & CO. 151 Cator Ave.
Jersey City 5, N. J.

Special by **KROEHLER**



It's An Inspiration... So Refreshingly New!

KROEHLER
(Say KRAY LER)

Cushionized Furniture
Trade-Mark

CHEERING ADDITION to any home will be this new Kroehler furniture.

Its beauty is breath-taking . . . its comfort superb, because it's

Cushionized. Yet its price will be well within the modest budget.

Your Authorized Kroehler Dealer will have it available soon.

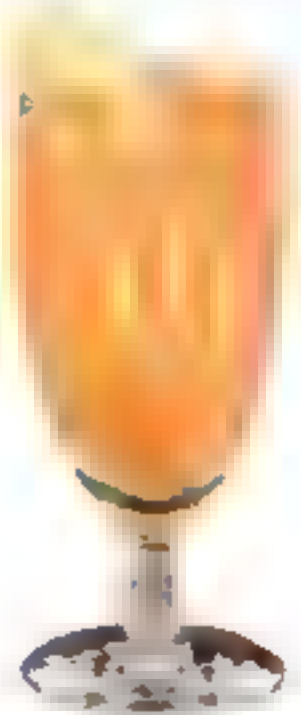


*World's Largest
Furniture Manufacturer*

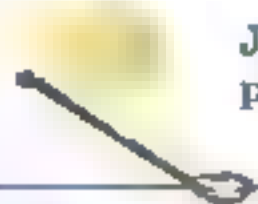


What are little cocktails made of?

(Kinsey and ice . . . and other things nice!)



WHISKEY SOUR

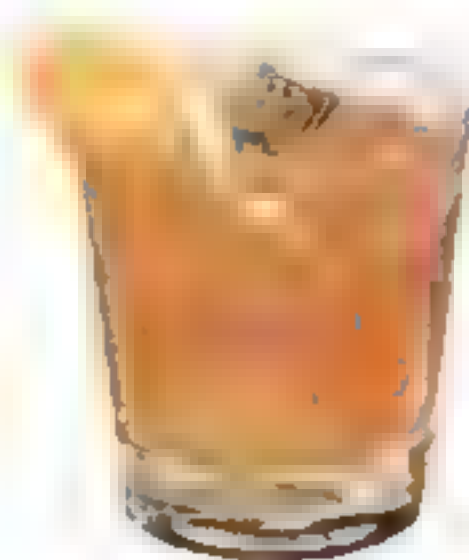


Juice of $\frac{1}{2}$ lemon . . . $\frac{1}{2}$ teaspoon of powdered sugar or honey . . .



2 oz. superbly smooth Kinsey Whiskey. (The secret of Kinsey's incomparable flavor is blending "know-how"—54 years of it!)

Add ice and shake, strain into glass. Pour in soda, decorate with half-slice of lemon and a cherry . . . then settle back for the most delicious Whiskey Sour you've ever enjoyed!



OLD FASHIONED

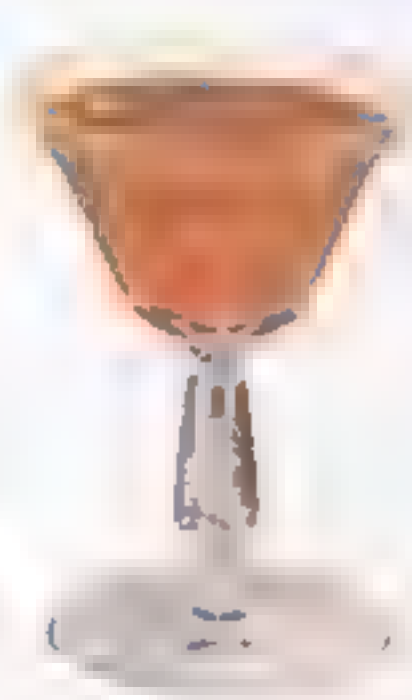


$\frac{1}{2}$ lump sugar . . . 2 dashes bitters . . . enough water to cover sugar. Muddle well . . .

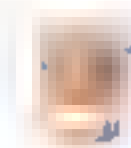


Add 2 oz. mild and mellow Kinsey. (For Old Fashioneds at their best, you just can't beat Kinsey's matchless quality. People who *know* say they've never tasted a finer, more satisfying blend!)

Add ice cube, slice of orange, lemon, and a cherry . . . and man, oh man, you're in for new pleasure in Old Fashioneds!



MANHATTAN

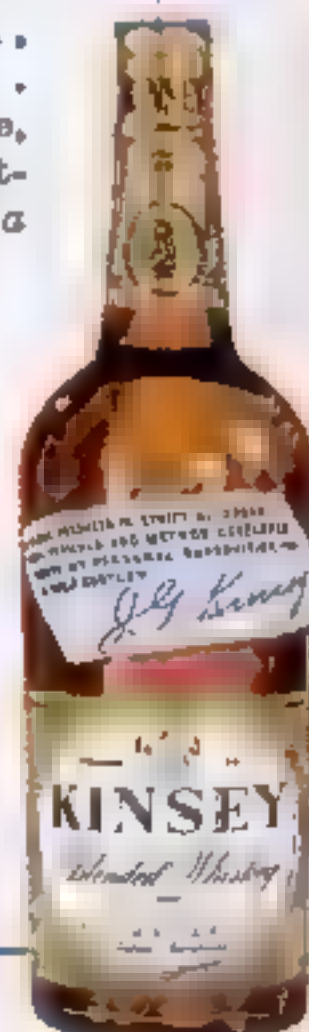


2 parts light, rich Kinsey . . . 1 part sweet Vermouth . . . dash bitters. Add cracked ice, stir (don't shake) . . . strain into Manhattan glass . . . add cherry. *M-m-m, what a M-m-m-manhattan!*

KINSEY

Blended Whiskey

the unhurried whiskey
for unhurried moments



FREE! Kinsey's 16-page Recipe & Game Book Write Kinsey Distilling Corp., Dept. A 1, 1429 Walnut St., Philadelphia 2, Pa.

86.8 Proof. 65% Grain Neutral Spirits.
Kinsey Distilling Corp. Linfield, Pa.



OLIVIA DE HAVILLAND HAS DUAL ROLE OF TERRY AND RUTH COLLINS, TWIN SISTERS WHO APPEAR IN A POLICE LINEUP ON SUSPICION OF COMMITTING MURDER

MOVIE OF THE WEEK:

The Dark Mirror

Olivia de Havilland plays both a nice twin and a homicidal twin in another good psychiatric melodrama

A late-entry treatment of 1946's favorite cinematic subject—“inquiry into diseased minds”—is International Pictures' *The Dark Mirror*. It has elements of both *The Strange Love of Martha Ivers* (a beautiful, homicidal woman) and *A Stolen Life* (twins with different personalities) but has more excitement and suspense than either.

In *The Dark Mirror* a murder is traced to one of twin sisters but, because the girls have always been substituted for one another on jobs and dates, the

police dare not even make an arrest for fear of booking the wrong one. Then a nice young psychiatrist, played by Lew Ayres in his first role since quitting the Army as a chaplain's assistant, offers to perform tests on the twins in order to learn which is capable of murder. Both girls fall in love with the doctor and the homicidal one tries to get rid of her sister.

Playing both twins, Olivia de Havilland contributes to the impression gained from *So Evil My*

Queen that she is the actress to beat for this year's Academy Award. In a day when many movies are dragged out to two hours, *The Dark Mirror*, directed by Robert Siodmak (*The Killers*), lasts only a brisk, supercharged 85 minutes. There is only one weak point. It is hard to see why twins suspected of murder entrust themselves to a professional psychiatrist in a year when mind probes have solved half of the best film plots. If they had been to the movies lately, they would have known better.



GIVE DINNER *a Honeymoon Atmosphere* WITH VALLIANT CALIFORNIA BURGUNDY

Light the candles . . . fill the glasses with rich red Valliant Burgundy . . . and dinner becomes an exciting, romantic occasion.

The smooth, well-rounded flavor and delightful bouquet of Valliant Burgundy make even simple foods sparkle with new interest. And its

pleasant tartness blends perfectly with main course dishes. A beautiful wine is Valliant Burgundy—for it boasts a European ancestry and is bottled by the winery in California. Enjoy Valliant Burgundy *every night*—at home or at your favorite restaurant. It's good taste with any food.



OTHER VALLIANT CALIFORNIA WINES

Appetizer and dessert wines: Valliant Port, Valliant Sherry, Valliant Muscatel. Table wines: Valliant Burgundy, Valliant Sautes, Valliant Riesling, Valliant Cabernet.

W. A. TAYLOR & COMPANY, N. Y. C.,
SOLE DISTRIBUTORS FOR U. S. A.

Valliant

and Son Vineyards
Under Vine Since 1849

"The Dark Mirror" CONTINUED



BOTH TWINS calmly discuss the possibility of one of them having committed murder. One did commit the murder but the audience does not learn



GOOD TWIN is tormented almost to the point of killing herself by the plottings of her insane sister, who is afraid good girl will marry the psychiatrist.



which one until well along in the movie and after several false starts. On the screen the twins wear large junk-jewelry initials for purposes of identification.



BAD TWIN connives against her sleeping sister by flashing a light at her, accusing her of saying dreadful things in her sleep, encouraging her to take drugs.

CONTINUED ON PAGE 133



Sure Way to Please a Key Man

Gifts like these take the guesswork out of giving. Smartness, utility, style-to-the-minute—you're sure of all three in these Karat Gold **SWANK** key chains.

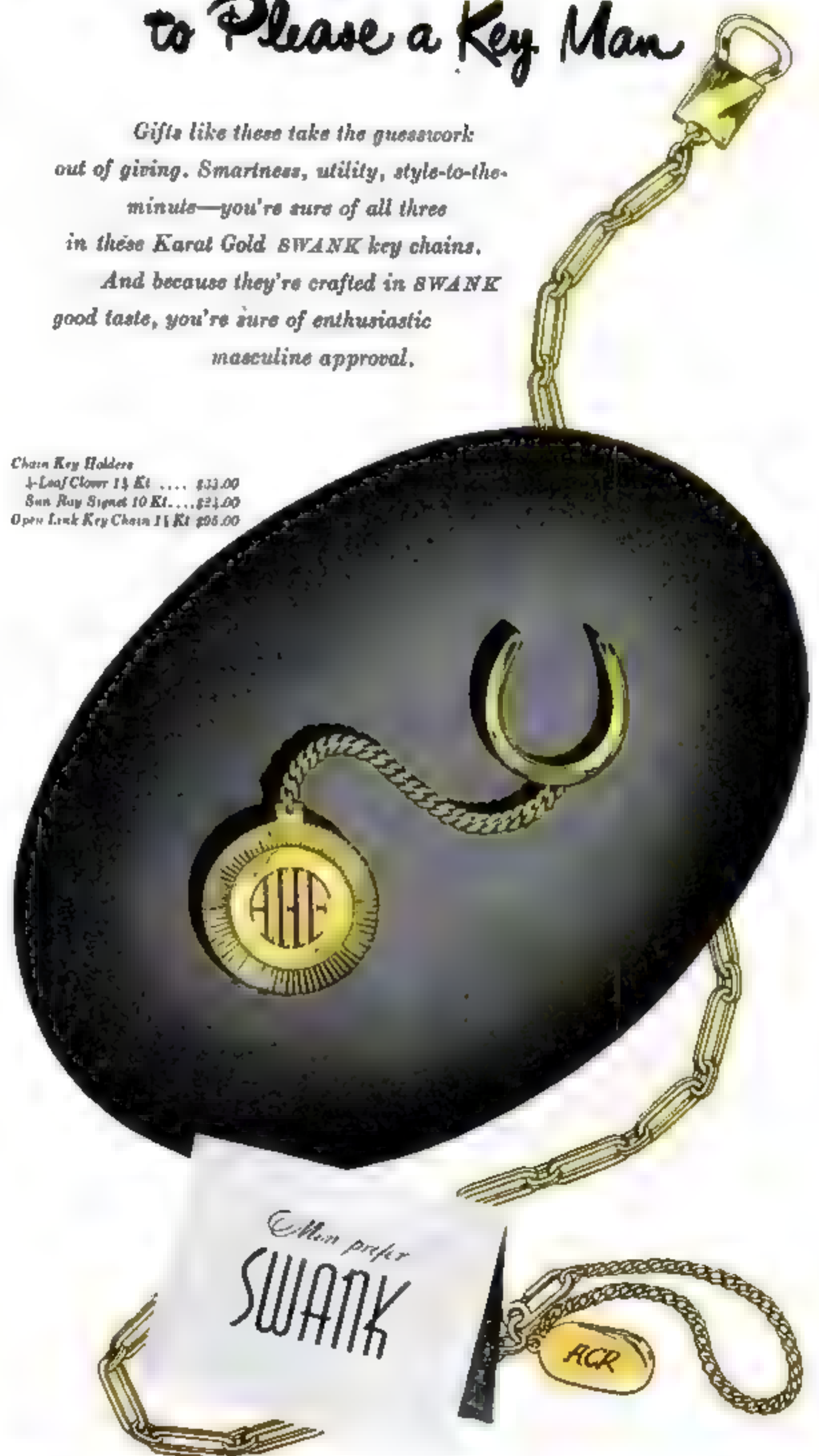
And because they're crafted in **SWANK** good taste, you're sure of enthusiastic masculine approval.

Chain Key Holders

4-Leaf Clover 1 1/2 Kt. \$33.00

Sun Ray Signet 10 Kt. \$24.00

Open Link Key Chain 1 1/2 Kt. \$95.00



SWANK—Reg. U.S. Pat. Off., Swank, Inc., Atlanta, Ga.

This mark identifies
Swank Karat Gold



Come over on the
Sunny Brook side!

Enjoy the whiskey that's
"Cheerful as its Name"

Here is your "blue chip" buy in liquid
hospitality. Whiskey a man can "put away" with
comfort and with pleasure. If you have tasted
OLD SUNNY BROOK and savored its fine Kentucky
flavor, you know what delight can come
from a whiskey drink. If you haven't, don't miss
what you're missing any longer.



OLD SUNNY BROOK BRAND
WHISKEY—A BLEND



TWINS ARE ACCUSED of murder by police detective (Thomas Mitchell), who finds that they present a solid front against helping the law. He is baffled.



TWINS ARE STUDIED by psychiatrist (Lew Ayres), who thinks that only one is capable of murder. Innocent girl does not believe that her sister did it.



TWINS ARE SEPARATED when psychiatrist realizes which is guilty. He tells her that her nice sister is dead and she completely gives way to insanity.



He's Helpless in your hands with the New Hinds

FOR EVER EVER EVER
You'll hold him with your hands—
ravishing, lovely hands! It's all the
beauty bringing NEW HINDS!

NEW HINDS is enriched with lanolin
especially to soften your hands—
instantly make them feel
smoother—lovelier!

NEW HINDS works like magic—
because of this special
softening ingredient your skin
eagerly takes in. Is not sticky.

NEW HINDS protects longer
against work and weather roughness. Always
use after hands have been in water or
after outdoor exposure.

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*faster
soothing
lanolin-enriched*

Get this amazing
NEW HINDS
Honey and Almond
Fragrance Cream—at
toilet goods counters
today! 10c 25c 50c
and \$1.00 plus tax.



THIS IS HEAD-ON VIEW OF A BRISTOL FREIGHTER, A TWIN-ENGINE BRITISH CARGO PLANE WHOSE NOSE OPENS FOR EASY LOADING. PILOT'S COCKPIT IS ON TOP



STRATOFREIGHTER is biggest cargo plane slated for civilian use. Made by Boeing, it is a cousin of B-29, is shown above in Army version. The double-deck fuselage can be

loaded by cranes through "clamshell" doors in aft end and through three other entrances. With a full, 20-ton pay load, the plane can fly 1,550 miles at cruising speed of 290 mph.



OF NOSE. PLANE CRUISES AT 160 MPH, CAN CARRY FIVE TONS 400 MILES

NEW FREIGHT PLANES

Cargo carriers are weird-looking but efficient

hauling freight in airplanes, which has become the fastest-growing and most hotly competitive business in the U. S., has started aircraft builders off in a belated race to produce planes designed strictly for cargo operations. The hungry-looking airplane pictured above, built in England and called the Bristol Freighter, is the first such air-cargo plane to reach the open market. But by the end of next year at least four leading U. S. manufacturers expect to be ready with their own specially designed air freighters. The ponderous 68-ton Boeing Stratofreighter (left) holds as much as two railroad boxcars and can make 20 crossings of the country in the time it takes a boxcar to make one trip. Another cargo plane, the Fairchild Packet (see p. 138), has been in production for more than a year but has proved so valuable for paratroop drops as well as for freight hauling that the Army is taking all deliveries. The new cargo models are easier to load than the converted DC-3s and DC-4s now in use and can be flown at appreciably lower costs per ton-mile. With a predicted 400% boom in air-mail volume in the next two years, they are ideally suited to fill the need for all-mail "post-office" planes.

CONTINUED ON NEXT PAGE



FREE
Flashlight
If—

RAY-O-VAC

Leakproof Flashlight Batteries

Yes, a free flashlight if yours is ever damaged by Ray-O-Vac Leakproof Batteries. Ordinary batteries often ruin valuable flashlights by swelling, sticking or corrosion . . . you will protect your flashlight if you use Ray-O-Vac Leakproofs. Read the steel-clad guarantee. Ray-O-Vac Leakproofs make sure your flashlight works when you need light.

RAY-O-VAC COMPANY, MADISON, WIS.

WE WILL GIVE YOU
A NEW COMPATIBLE FLASHLIGHT

We will give you FREE a new compatible flashlight if yours is ever damaged by corrosion, leakage, or swelling of this cell.

RAY-O-VAC COMPANY, MADISON, WIS.



We owe it all to junior!

This time, Mom and Pop got the idea from Junior! When they saw how much fun he had biking, they decided to become regular pedalers—and they're mighty glad they did!

The New Departure Coaster Brakes on their bikes add to their biking fun. Because these light-weight brakes give them smooth coasting action—or potent power for hair-trigger stopping. For more all around fun, give your bike a break with the New Departure Coaster Brake—"The Brake of the Day."

Have you read the fun-filled booklet "Pedalers' Progress"? Send post-card for your free copy.



New Departure

Coaster Brakes

New Departure, Division of General Motors, Bristol, Conn.



Styled
in Wisconsin
—the Nation's
Playground

Lakeland

SPORTSWEAR

New "Stadium" Coat
—protects you handsomely

Light as a topcoat — warm as an overcoat — smart as anything! Attractive all-wool herringbone tweed — with a luxurious Timme alpaca pile lining. Try on the "Stadium" today at your Lakeland dealer's or write for his name

Lakeland Mfg. Co., Sheboygan, Wis.



FAIRCHILD PACKET looks like a winged boxcar, is loaded by backing truck or dolly (above) under high tail surfaces, up to doors in rear of fuselage.



78-TON DOUGLAS GLOBEMASTER is the biggest cargo plane. It carried 15 jeeps to the Cleveland Air Races. Only Army production is planned.



A SPECIAL PREPARATION FOR SHAVING

For the 1 man in 7 who shaves daily

NO BRUSH

Modern life demands at least 1 man in 7 shave every day—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean without scraping or irritating. It's quick and easy to use. Needs no brush—not sticky or greasy.

SEND FOR GUEST-SIZE TUBE

Get Glider at your regular dealer's. Or send us your name and address with ten cents—and we'll mail you a guest-size tube, enough for three full weeks. The J. B. Williams Co., Dept. LG-18, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Eugene D. Kullback
PRESIDENT

Smokemaster



It's the patented stem that gives such a superior smoke

In the Smokemaster pipe an ingenious device, built into the stem, constantly slides moisture from the smoke passage while you smoke. And that means a cooler, sweeter, more satisfying smoke from every papful.

Smoke is drawn through a special aluminum tube which is slotted at the bottom. An ordinary pipe cleaner, folded and inserted under the tube, absorbs biting juices through the slot as quickly as they form. The smoke passage is always clean and dry; there's nothing to detract from the fragrant natural bouquet of the tobacco.

At leading retailers, in all standard shapes.

Briarcraft Inc.
347 Fifth Ave.
New York

Smokemaster Custom made \$1.50

Smokemaster Standard \$1.00



Pat. No. 2,186,537

The pipe cleaner extends virtually the entire length of the smoke passage. Keeps passage clean and dry at all times... Cleaner can be replaced in a jiffy.

Bob West, who IS this woman!

WIFE: We sit here minding our business and what happens? This . . . this—*creature* fits over and starts whispering secrets!

PSYCHE: But Madame, your husband called me over for a consultation. I'm Psyche—the symbol of White Rock sparkling water . . . and something of an authority on gala evenings . . .



WIFE: I don't care if you're the Queen of Sheba! This is *our* night on the town . . . and he's *my* husband . . .

PSYCHE: And a discerning lad he is to call for White Rock. Its mineral blend has a glorious tang that brings out the best in your drinks *tonight*. While those same minerals are delightfully alkaline . . . to help you feel chipper *tomorrow*.



WIFE (bright and early next day): I take it all back, m'love. That Psyche gal has got something. Wonderful evening. Wonderful morning. Wonderful White Rock!

HUSBAND: I feel like a million myself!

PSYCHE: Cute couple, aren't they? Now you know why so many people find White Rock sparkling water well worth a few pennies extra. 'Bye, now — I've got to be getting back to the White Rock label!

Psyche ~ Trademark of
America's Finest Mixer



White Rock

SPARKLING WATER

keeps you sparkling, too!



“First over the bars!”

Like a prize-winning jumper, Hunter has been developed slowly, expertly and with infinite care. For it takes *time, patience and skill* to produce a whiskey worthy of the acclaim that Hunter has received down through the years. And nothing less than eighty-six years of experience could

have achieved the matchless flavor and the all-around excellence of today's Hunter—*An American Gentleman's Whiskey since 1860.*

HUNTER
FINE BLENDED WHISKEY

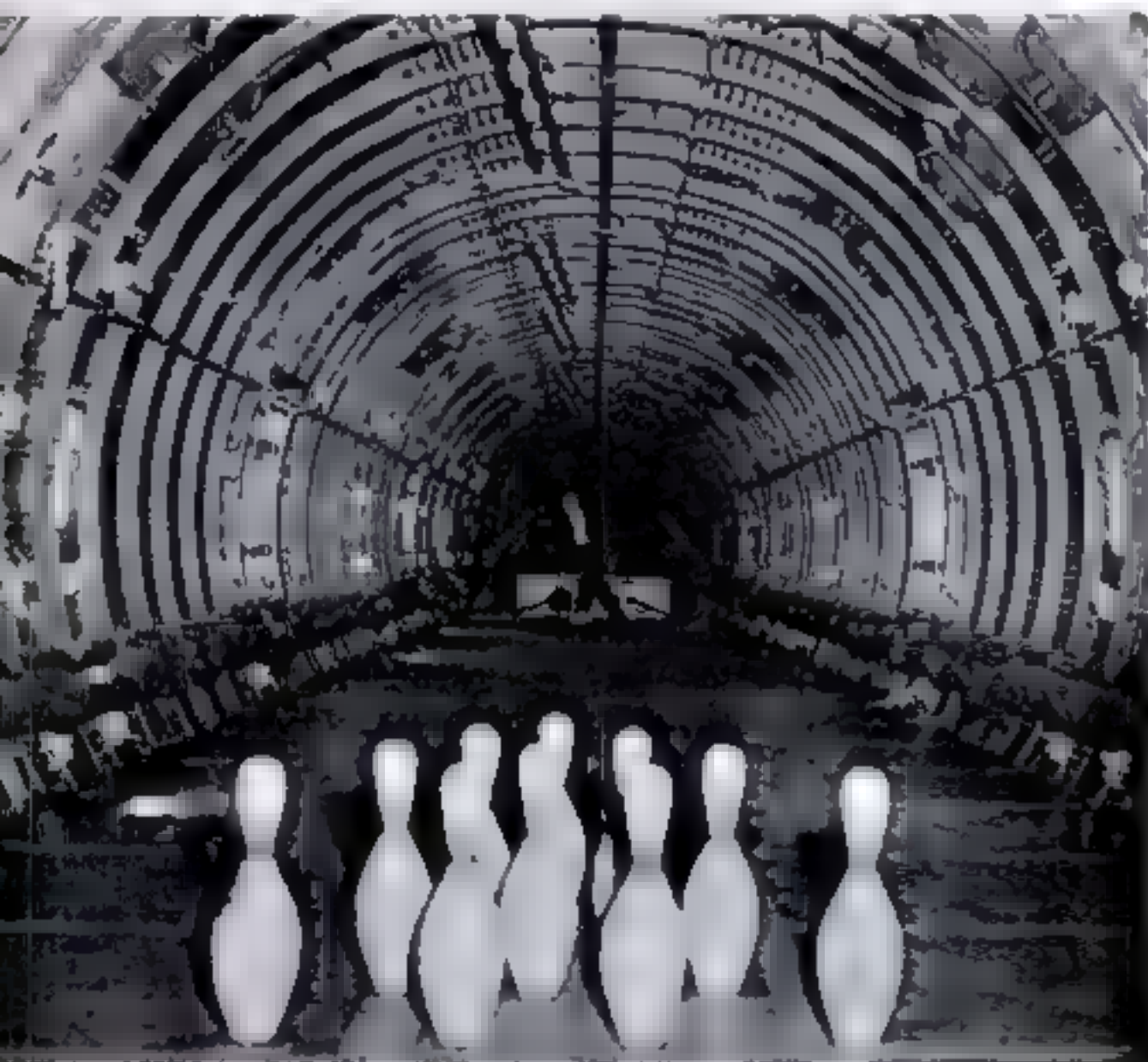




SURPLUS GLIDERS, used by Philadelphia's Winged Cargo, Inc., are towed by DC-3s. They are not well suited to operation at congested U.S. airports.



EXTRA CARGO SPACE is provided by Lockheed Speedpak, metal container designed to fit Constellation fuselage. It adds capacity of four pay-load tons.



CAVERNOUS DIMENSIONS of larger cargo planes are indicated in this publicity picture of Stratofreighter (p. 136). Deck is longer than bowling alley.

People whose success depends on writing know they can depend on Scripto Pencils



"Scripto Pencils meet my unusual requirements"

BEATRICE DAL NEGRO

Secretary to Hector Chevigny who, despite the loss of his right three years ago, is one of radio's busiest writers and author of "My Eyes Have a Cold Nose" published this fall, and "The Angels Love to Guard."

Miss Dal Negro must be ready to write when Mr. Chevigny starts dictating. No time to sharpen a pencil or replace lead. Naturally, she depends on Scripto Mechanical Pencils.

With its long 4-inch lead, the Scripto Pencil is always sharp. It averages 22,000 words without refilling—many more words in shorthand. Its dependability has made it the choice of successful career people in every field. Get one tomorrow and see how completely Scripto performance meets your requirements.

Your choice of
clear-view or
opaque plastic

20¢

Scripto
REG. U. S. PAT. OFF.

the **PENCIL**
of the pro's

SCRIPTO MANUFACTURING COMPANY, ATLANTA, GA. Makers of the world's largest-selling mechanical pencils. Also no-smudge erasers and quality leads in 10 degrees of black and 17 colors.



SETTING FOR PARTIES is this sun-drenched restaurant beach pavilion—called Reserve de Beau-lieu, near Nice, where the landing stage accommodates the members' small motor yachts. Club also meets at its headquarters in the fashionable Carlton Hotel in Cannes and at members' private estates.



THE HOST AND HIS WIFE, Count and Countess Roman Chabot (above), pour wine for guests, who consumed 210 bottles during luncheon given for club members. Later the host (at left, below) sat down with two guests. At right is Albert Buys, Belgian textile king, one of few foreign members.



ERICH VON STROHEIM and his wife, Denise Vernac, attend Yacht Club party. She is a French actress whom he met in Hollywood and brought back to France. Carrey's star has parts in three of his films.

Life Visits a Billionaires' Club

Old glitter comes back to the French Riviera

Despite war and taxes France still has enough wealthy people to make an exclusive "billionaires' club" devoted solely to sport and pleasure. Called the Motor Yacht Club of the Côte d'Azur, it is limited to 300 members, all of whom are supposed to have at least 1,000,000,000 francs (\$3,400,000). This is not absolutely necessary but it is desirable because members are expected to maintain yachts and engage in yacht racing. Among the sponsors are Lord Mountbatten, the Aga Khan and the Bey of Tunisia. Most members are tycoons of business, industry or finance.

The "billionaires' club" has brought back to the Riviera the gaiety and extravagance of the International Set which made the pre-war Riviera the world's most glittering resort and which most people thought had vanished forever. Though the French press takes a dim view of a revival of that prewar opulence, the club recently wound up the Riviera's summer season with some stam hang parties. Principal host was the club chairman, Edme Comte de Roman-Chabot, who bears one of the most aristocratic names in France.



YACHTSMEN, wearing club insignia, stand on deck watching for planes of fellow member. The man in the center is Charley Drouilly. Fat & na-



THE BILLIONAIRES' MASCOT is lithe, sun-tanned Suzanne Toffel, whose husband is a singer with a Riviera

jazz band. Suzanne, often called the prettiest girl in Cannes, is Swiss and models for Swiss fashion magazines.

Here she is wearing a yachting cap and the abbreviated French version of the famous polka-dot bathing suit

"Now it's
My Serve!"



(SAYS VIRGINIA DARE)

Let me introduce the only wine
of its kind in the world!"

There's a world of difference in the flavor of Virginia Dare. It's *hearty* but never *heavy*, different from sherry, port or any other wine you've ever tasted. You'll enjoy its delicate bouquet and aroma at the first sip. Virginia Dare is available in red or white wine. You'll probably want to buy *both* when you discover how reasonable the price is.



Garrett and Company, Inc., New York

Say it again



VIRGINIA DARE

AMERICAN
RED OR WHITE

WINE



CHAMPAGNE KING Jean Farina (left) gets a right from a chairman. No Antonat of Portugal, the biggest importer of Portuguese wine into France.



IN COUNT'S WINE CELLAR the guests gathered for *apéritifs* before lunch. The woman in white dress in center is Mme. Bailly, whose drugstore



EVENING PARTIES have special names. This was called "Palm Beach Gala." Members' wives and girl friends wear special perfume, not sold to public.



fortune is estimated at 5 billion francs. Huge casks are full of aging wines. One of the casks has been set aside by the count for use of club members.

Give romance a helping hand

with the flattering glow of Tavern Candles



*W*hen the scene's set for a big moment, candlelight adds the right romantic touch—if you've picked Tavern Candles.

There's no flicker, fume or drip to spoil the picture with Tavern Candles. They burn evenly in a cup shape that holds melted wax, helps keep it from dripping. That's because they're hand dipped at least 30 times by skilled craftsmen in Socony-Vacuum's Candlecraft Studios.

Three different, specially selected waxes go into Tavern Candles, too. They burn cleanly, with a soft, even radiance.

You'll find Tavern's many room-scheme colors and decorator lengths will bring new beauty to every part of your home. Why not try Tavern Candles today?



Crown Tavern, Crowder, England

TAVERN CANDLES

Dripless



MADE BY THE MAKERS OF TAVERN HOME PRODUCTS

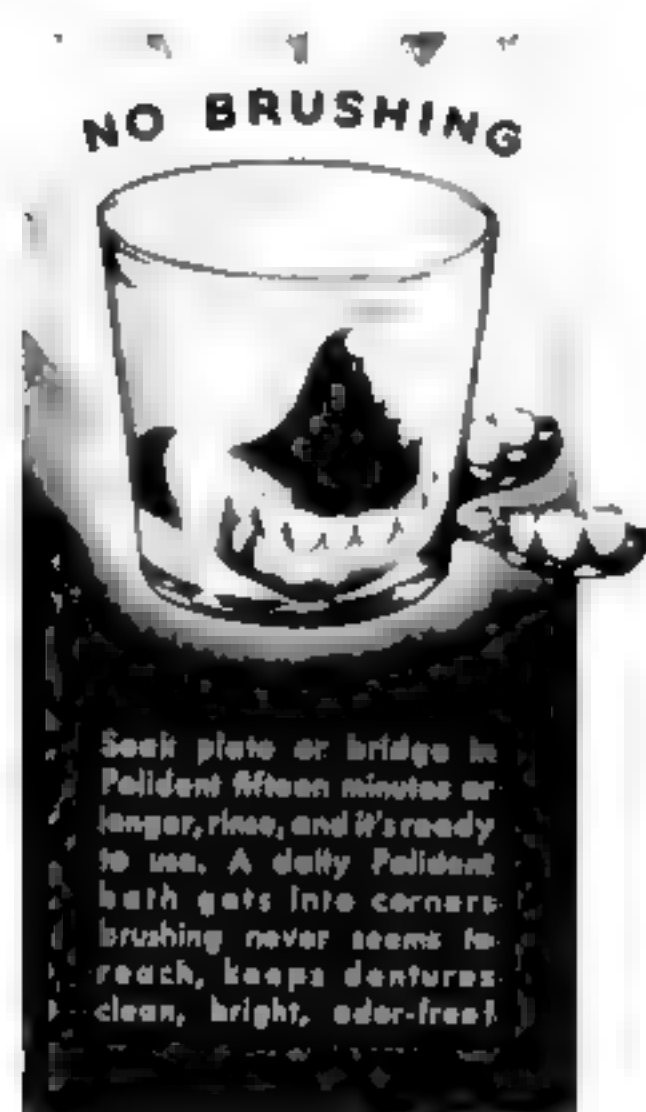
False Teeth Wearers

You can't Brush-Off

DENTURE BREATH



Millions solve this serious social problem
with Polident's positive, soaking action



DENTURE BREATH is a serious social problem. It may make your close presence distasteful to friends or family, and give you away to others who would never guess you wear false teeth. You can't "brush off" DENTURE BREATH!

Brushing dental plates with tooth pastes, powders or soap may scratch delicate plate material, 60 times softer than natural teeth. Food particles and film collect in these unseen scratches—causing offensive DENTURE BREATH!

With Polident there's no brushing, no fear of DENTURE BREATH. Daily soaking keeps dentures sparkling clean, odor-free. Polident is recommended by more dentists than any other denture cleanser. Costs less than 1¢ a day to use. 30¢ and 60¢ at all drug stores.

Use **POLIDENT** Daily
TO KEEP PLATES AND BRIDGES
CLEAN... AND ODOR-FREE!

LOOSE PLATES?

Amazing NEW CREAM Holds
Even Lowers Tight All Day

The makers of Polident have developed a new cream for holding false teeth tight. Its gripping power is so sensational that they guarantee you double your money back if it doesn't hold your plates tighter, longer than anything you ever tried before. If you have used old-fashioned holding

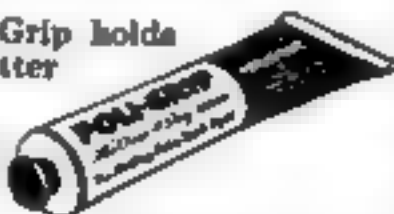
powders and found that you had to apply them three or four times a day, didn't like their taste or messiness, then new Poli-Grip is for you.

Pleasant to use, dainty and economical. With Poli-Grip you can laugh, sing, eat what you want without fear of embarrassment.

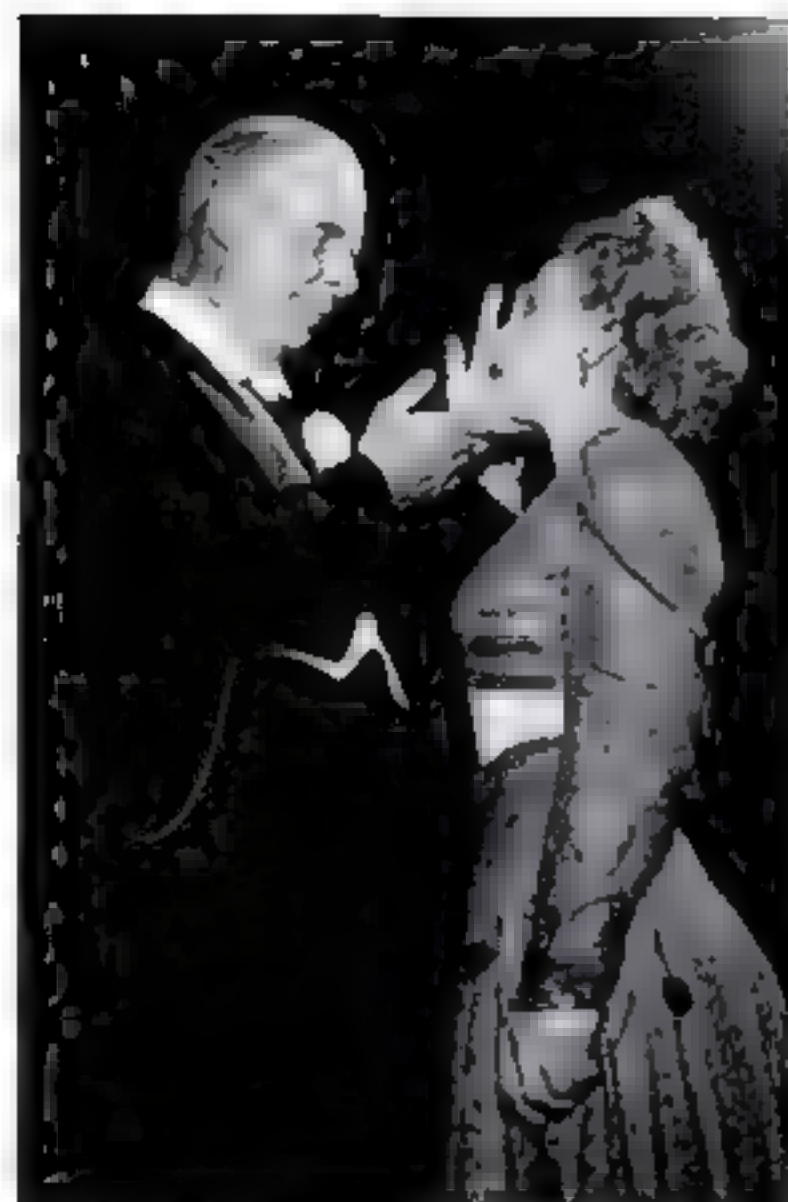
Remember Poli-Grip holds plates tight, no matter how they fit.

35¢ and 60¢ tubes at all drug stores.

GUARANTEED BY POLIDENT



MISCELLANY



COLEMAN FIRST HYPNOTIZES HIS WIFE



COLEMAN AND ASSISTANT

MAGICIANS' WIVES

They submit to husbands' newest tricks which torture them with "atomizers", boards of spikes



THE BOARD OF SPIKES is placed on Mrs. Coleman's bare midriff, then 97-pound anvil is added. Husband (left) and assistant beat out Anvil Chorus.



PLACE HER ON THE TABLE



THE TORTURE BOARD HOLDS 133 SPIKES

A convention of magicians in Baltimore, Md. a fortnight ago proved conclusively that magicians' wives lead a harder life than magicians' rabbits. In a striking example of devotion Mrs. David Coleman let her magician husband balance a board of spikes and an anvil on her midriff and bang out the *Anvil Chorus* with a sledgehammer. Mrs. Hen Fetsch countered by letting her husband "atomize" her head (see next page). One of the magicians then promised even more trying times for the faithful wives. Because of the atomic bomb, he said, bored audiences will now demand more terrible things than they are getting.



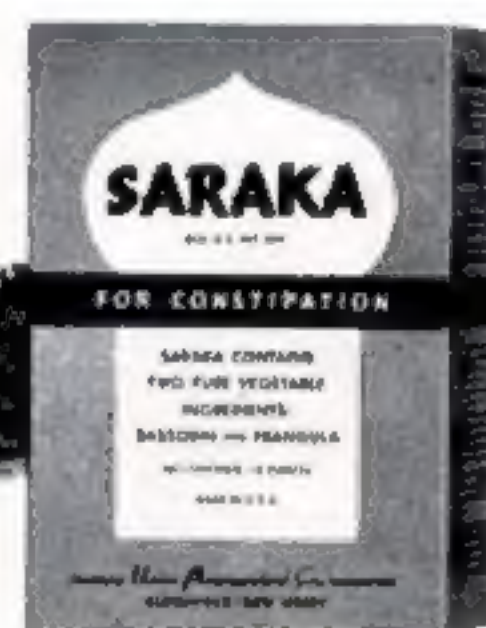
SPIKE MARKS show clearly on Mrs. Coleman's skin after the demonstration. They soon disappear, however, and she is ready to perform all over again.

CONTINUED ON NEXT PAGE



Catch Up

WITH YOUR BEST SELF



Don't miss being "regular." Keep feeling your best, with Saraka . . . the gentle, yet effective laxative.

Get hold of yourself. Don't let a sluggish system steal your fun. If you're suffering from that loginess that comes from constipation . . . reach for your package of Saraka. And overnight . . . feel new!

Saraka provides mild, but thorough laxation with its happy combination of two pure vegetable ingredients. They work smoothly together to help you achieve greater regularity.

Helps Intestinal Action

One vegetable ingredient provides the kind of soft, smooth BULK your system needs, and often lacks.

This Bulk gives your intestinal muscles something to take hold of. It helps the "kneading action," so necessary to healthful elimination.

Gives You Bulk Plus Motility

Another vegetable product encourages your intestinal muscles to keep waste products in motion.

So you see, Saraka gives you BULK plus MOTILITY. The ideal laxative combination!

Mild and Thorough — No Purging

With Saraka, results are so nearly natural that most people have no sensation of ever having taken a laxative.

There's no purging action, or violent irritation to whip intestinal muscles into action . . . no weakening after-effect.

Ask Your Doctor

We're confident your doctor will say you may take Saraka whenever needed. And it's pleasant to take . . . pleasant after taking. As you know, you should never take a laxative when appendicitis is indicated, for that reason we say: Caution, use only as directed.

You owe it to yourself to try Saraka. Get a package today, at any drug counter. Or, if first you'd like a sample, mail the coupon.

SARAKA, Dept. 314
Bloomfield, N. J.

Without obligation on my part, please send me a free trial package of SARAKA.

Name _____

Address _____

City _____ State _____

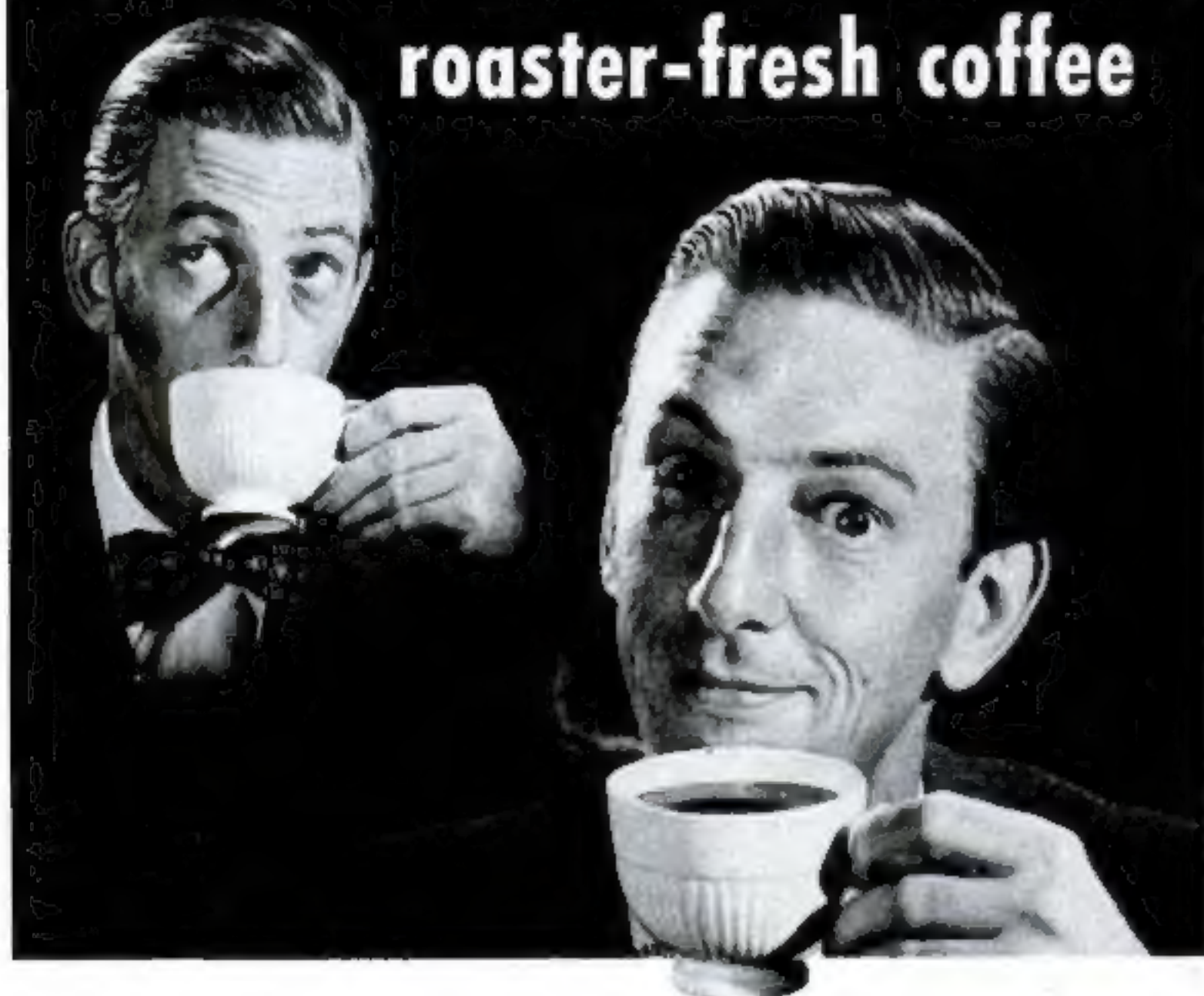
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Ray Bolger . . . star of the musical revue, "Three to Make Ready"



RAY BOLGER

just adds hot water . . . gets
roaster-fresh coffee



Roaster-fresh because in Nescafé all the fresh flavor of
newly-roasted coffee is sealed in by added carbohydrates



YOU'LL BE DELIGHTED, TOO! For Nescafé offers you the peak in coffee enjoyment . . . because Nestlé's knows the way to give you all the flavor—all the lift—of really fine coffee! First, we make an extract of choice coffees fresh from the roaster—then instantly seal in the wonderful flavor! To release this flavor, you simply put a teaspoonful of Nescafé in a cup and add hot water.

No bother with a coffee maker. No grounds to dispose of. No waste—you make exactly the amount you need—and just the strength you like. A teaspoonful makes a cup—for about 1¢. Ask your grocer for Nescafé today . . . it's the sure way to coffee enjoyment.

★ AVAILABLE, IN UNITED STATES AND CANADA, in limited supply. We're stepping up production as fast as we can. In the meantime, if you can't buy Nescafé, may we ask your patience, please?

UNCLE SAM bought, for our boys, more NESCAFÉ
than all other brands of soluble coffee combined!

NESCAFÉ (PRONOUNCED NES-CAFAY) IS NESTLÉ'S SOLUBLE COFFEE PRODUCT, COMPOSED OF EQUAL PARTS OF SKILLFULLY BREWED SOLUBLE COFFEE AND ADDED CARBOHYDRATES (DEXTRINS, MALTOSE AND DEXTROSE) ADDED SOLELY TO PROTECT THE FLAVOR ★ NESTLÉ'S MILK PRODUCTS, INC., NEW YORK, U.S.A.

NESTLÉ'S EVAPORATED MILK • Another famous Nestlé's product



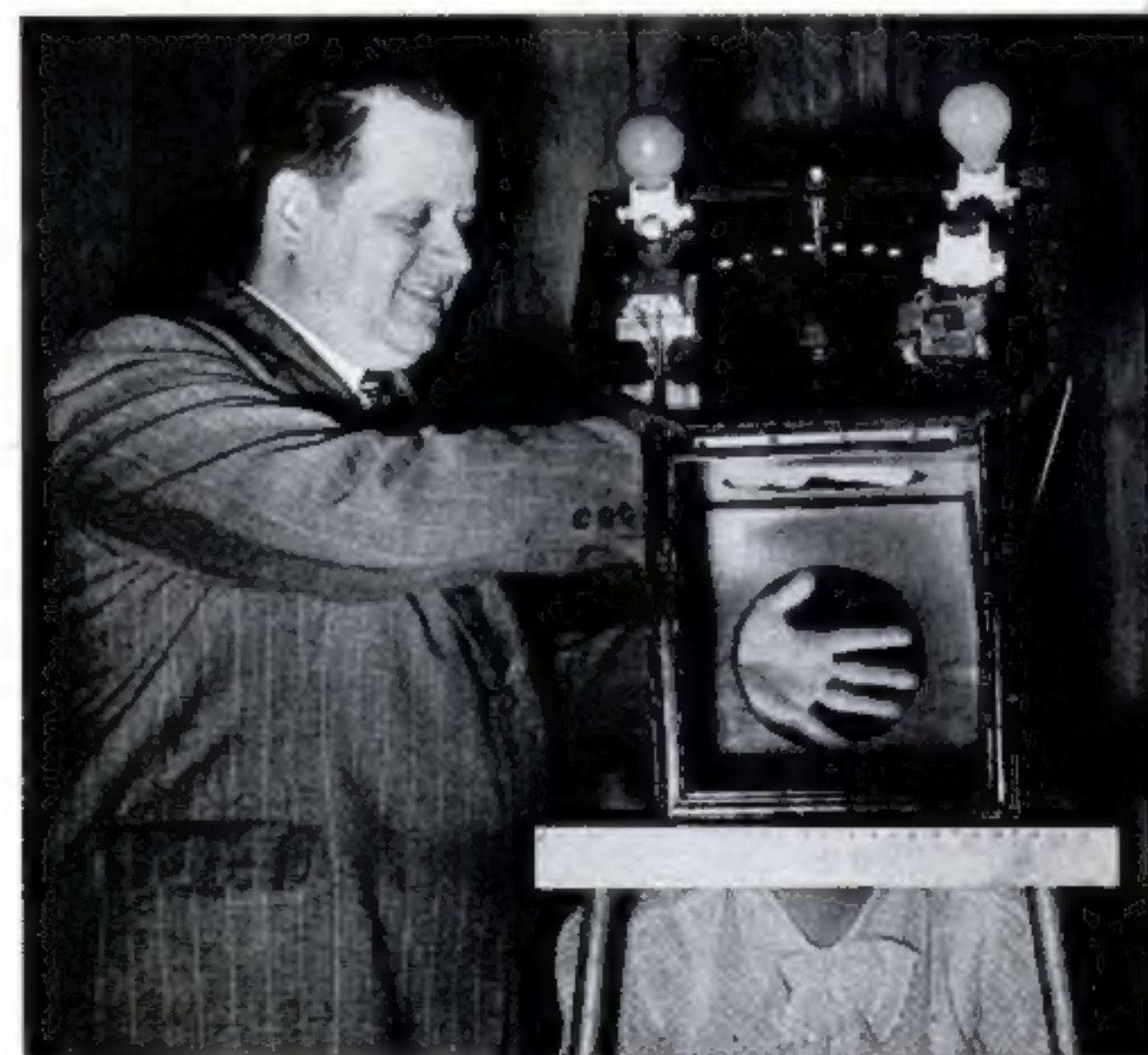
Magicians' Wives CONTINUED



THE "ATOMIZER" is the newest method of wife torture. Here Magician Hen Fetsch elaborately prepares to place the contraption over his wife's head.



ATOMIZER AT WORK makes Mrs. Fetsch's head disappear. Fetsch admits that he only twists the dials for effect, says the machine works without dials.



NO HEAD is the result. Mrs. Fetsch, however, soon emerges with head from the atomizer. She claims the performance does not even give her a headache.

*My harvest's sure to win your favor
Because it's rich with Sunny Flavor*



REAP THE REWARD OF SUNNY MORNING FLAVOR

Waiting for you... the *extra*, the *special* enjoyment in every sip of Schenley Reserve. That Sunny Morning flavor... unmatched, we believe, in any other whiskey... has made Schenley Reserve America's *most popular* whiskey!

PRE-WAR
QUALITY

SCHENLEY

RESERVE

WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. COPR. 1946, SCHENLEY DISTILLERS CORP., N. Y. C.



Join the Club Around the Corner...Admission 5¢

As free and easy as your own front porch, the soda fountain is one of America's most democratic spots. There, over a refreshing Coca-Cola, you stop to pass the time of day and discuss what's doin' in the world. There folks come to pause and rest "between shifts"—or tune in on noonday news. Your favorite soda fountain and the American way of life go side by side like apple pie and

cheese. Take a breathing spell today for *the friendly pause that refreshes* with your neighbors over a Coke at your favorite soda fountain. It's the world's friendliest club—and the dues are only a nickel.

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.



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